

# TimeOut



# Desktop.

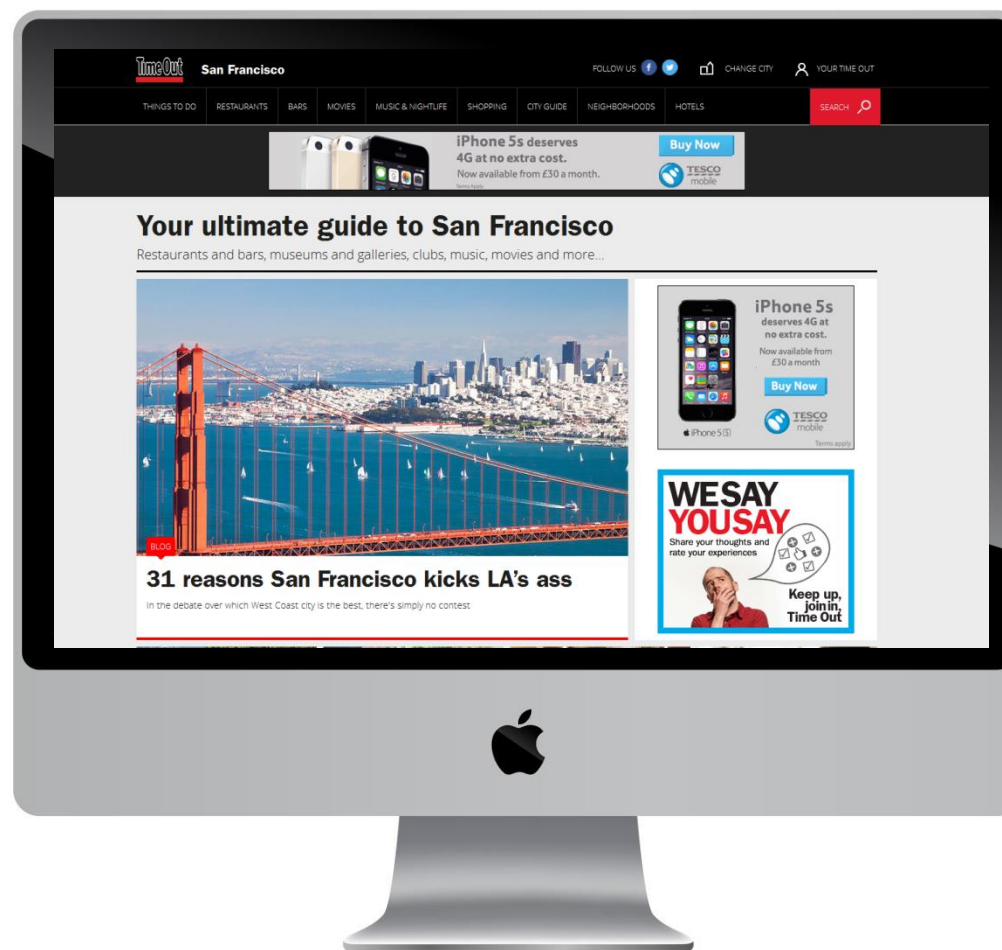
## Standard Formats

### ABOVE THE FOLD

Pushdown:	970x90 → 970x415
Mega Banner:	900x250 or 970x250
Leaderboard:	728x90
MPU1:	300x250
HPU1:	300x600

### BELOW THE FOLD

MPU2::	300x250
HPU2:	300x600



**NB.** All ads must have a defined edge such as a background colour or key line. Creative with white backgrounds should have a clearly visible border, either solid colour or 1 pixel line.

# Desktop.

## Expandable Display Formats

### EXPANDABLE FORMATS

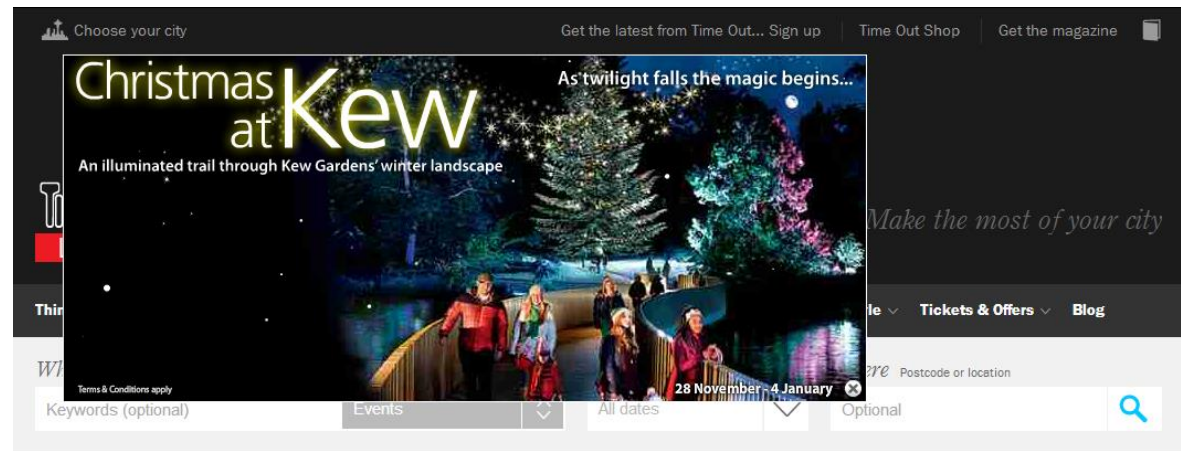
Dimensions:

728x90 → 728x415 maximum

300x250 → 510x250 maximum (must expand to the left)

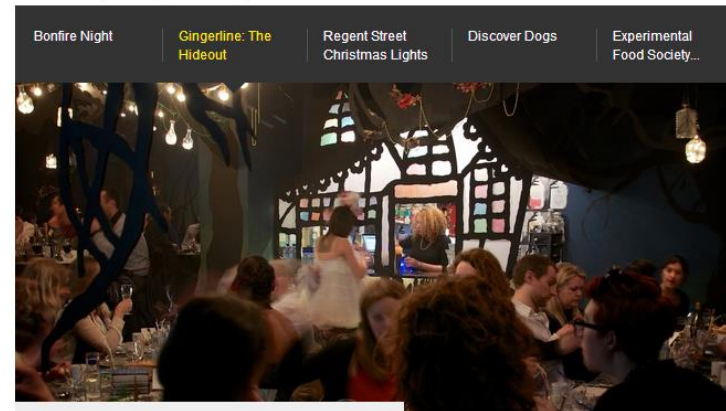
Expandable formats beyond these dimensions upon request

- All expansion must be user initiated
- Panels must have a visible close button (X CLOSE)
- 100% of the time located within the expandable panel.
- Audio/video may only be within the expanded panel and may play automatically. Stop/Mute and Start buttons are required.



### Events

Your complete up-to-date guide to events in London



Great offers from Time Out



The action that causes the panel to expand MUST also cause the panel to retract. Mouse over/mouse off: When a user passes a mouse over the creative, the panel expands; the panel retracts when the mouse is removed. Click open/click close: The creative can be set to expand with user click; the panel retracts when the user clicks a clearly marked close button.

# Tablet.

## Standard Display Formats

### Portrait

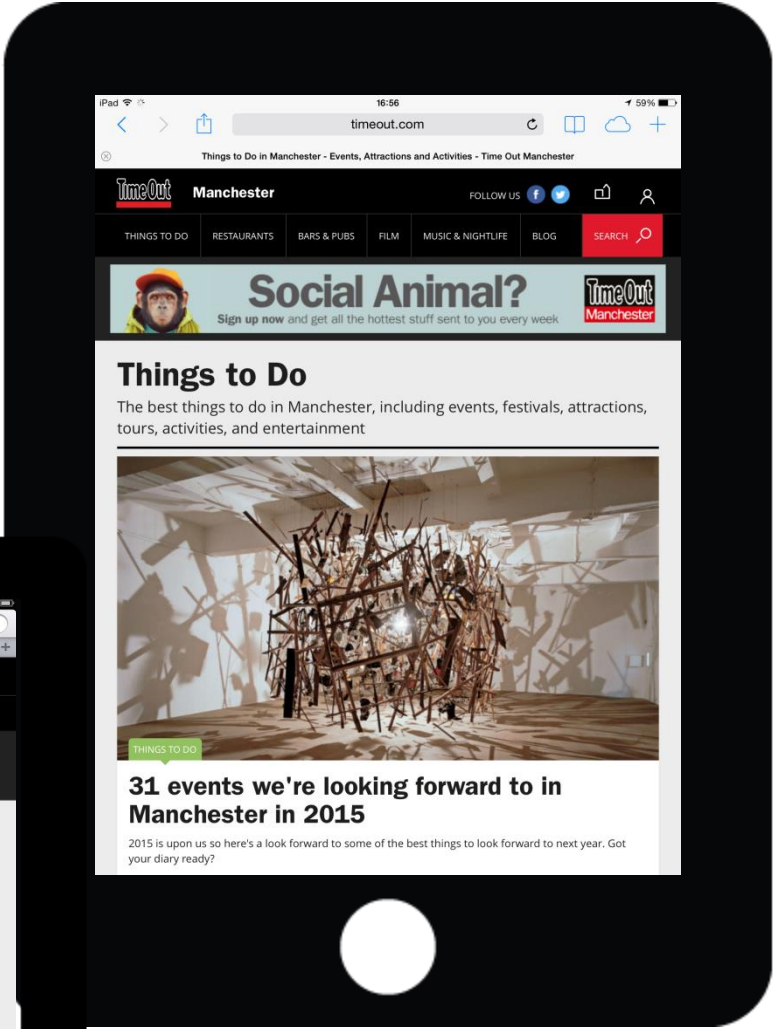
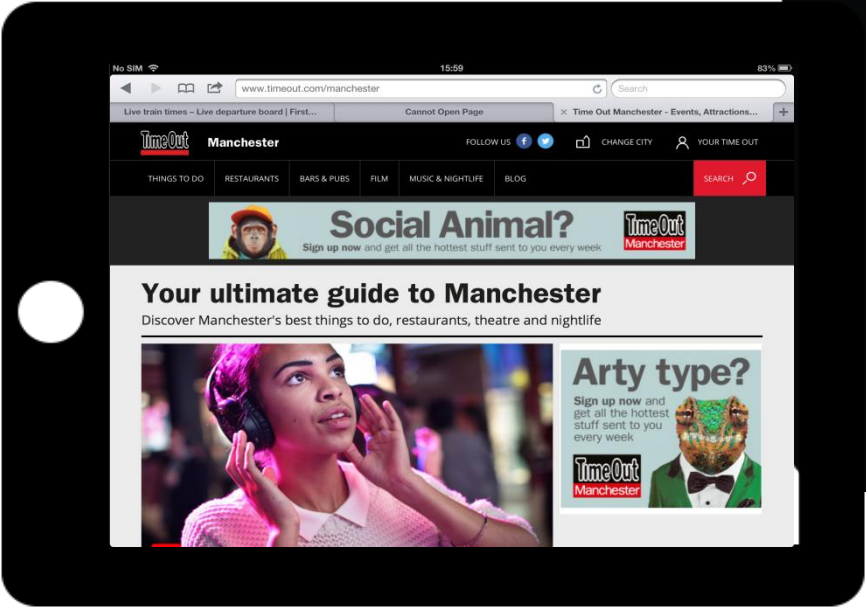
Above the Fold  
Leaderboard 728x90

Below the Fold  
MPU1:: 300x250  
MPU2: 300x250

### Landscape

Above the Fold  
Megabanner 970x250  
Leaderboard 728x90

Below the Fold  
HPU 300x600  
MPU 300x250





# Mobile.

## Standard Display Formats

### Portrait

Above the Fold  
Mobile Banner 320x50

Below the Fold  
MPU1 300x250

### Landscape

Above the Fold  
Mobile Banner 320x50

Below the Fold  
MPU1 300x250



# Ad Spec.

## Guidelines

### File size:

- 40k maximum for flash files,
- 30K maximum for gif/jpeg files
- No more than 3 rotations/loops
- Frame rate: 25 frames per second maximum

URL: Please provide web address for linking banner ads

Image types: GIF, JPEG, Flash 10.1 or lower

If providing rich creative via a 3rd party tag, please apply a polite loader to max 30kb

Rich media creative require a gif backup for users who do not have the Macromedia Flash plug-in.

The screenshot displays the Time Out San Francisco website. The header includes the 'Time Out San Francisco' logo, navigation links (THINGS TO DO, RESTAURANTS, BARS, MOVIES, MUSIC & NIGHTLIFE, SHOPPING, CITY GUIDE, NEIGHBORHOODS, HOTELS), and a search bar. A banner for 'Agent Provocateur' is visible. The main content area features a large article titled '31 reasons San Francisco kicks LA's ass' with a sub-headline 'In the debate over which West Coast city is the best, there's simply no contest'. To the right of this article is a Zulily advertisement for coats with 'up to 70% OFF' and a 'WESAY YOU SAY' advertisement encouraging users to share thoughts and rate experiences. Below the main article are four smaller featured articles: 'The 49 best things to do in San Francisco', 'The best San Francisco restaurants', 'The best shopping in San Francisco', and 'The best coffee shops and cafés in San Francisco'. Each of these smaller articles includes a category tag (THINGS TO DO, RESTAURANTS, SHOPPING AND STYLE, RESTAURANTS) and a brief description.

# Ad Spec.

## Guidelines

CLICK TAG for flash creative:

```
on (release) {  
  getURL (_level0.clickTag, "_blank");  
}
```

If providing rich creative via a 3<sup>rd</sup> party tag,  
please apply a polite loader to max 30kb

SOUND:

Sound must be user initiated:  
NB.

If the sound is initiated by click there should  
also be a visible mute button.

If the sound is initiated by mouse roll over, it  
should also stop on mouse off.

The screenshot displays the Time Out Las Vegas website. At the top, there's a navigation bar with the Time Out logo, 'Las Vegas', and links for 'FOLLOW US' (Facebook, Twitter), 'CHANGE CITY', and 'YOUR TIME OUT'. Below this is a menu with categories: THINGS TO DO, RESTAURANTS, BARS, MOVIES, MUSIC & NIGHTLIFE, SHOPPING, HOTELS & CASINOS, and CITY GUIDE. A red 'SEARCH' button is on the right. A banner for 'LAS VEGAS BUFFET COUPON' with the text 'The Best Buffets, The Best Coupons. Don't Overspend, Just Select & Save' is prominent. The main heading is 'Your ultimate guide to Las Vegas' with a subtitle 'Restaurants and bars, casinos and resorts, clubs, music, movies and more...'. Below this, there's a grid of images including a hotel, slot machines, and a wedding sign. A large advertisement for 'trendy tops' from zulily is on the right, featuring a pink dress and the text 'daily deals up to 70% off' and 'SHOP >'. Below the grid, there's a section titled '20 essential things to do in Las Vegas' with a subtitle 'Plan your perfect day out with Time Out's guide to the best things to do in Las Vegas, from the definitive stroll down the Strip to a night spent in glamorous bars.' At the bottom, there are four category-specific guides: 'The 20 best Las Vegas restaurants', 'The best bars and lounges in Las Vegas', 'The best Las Vegas casinos', and 'The Las Vegas shopping guide', each with a brief description and a small image.

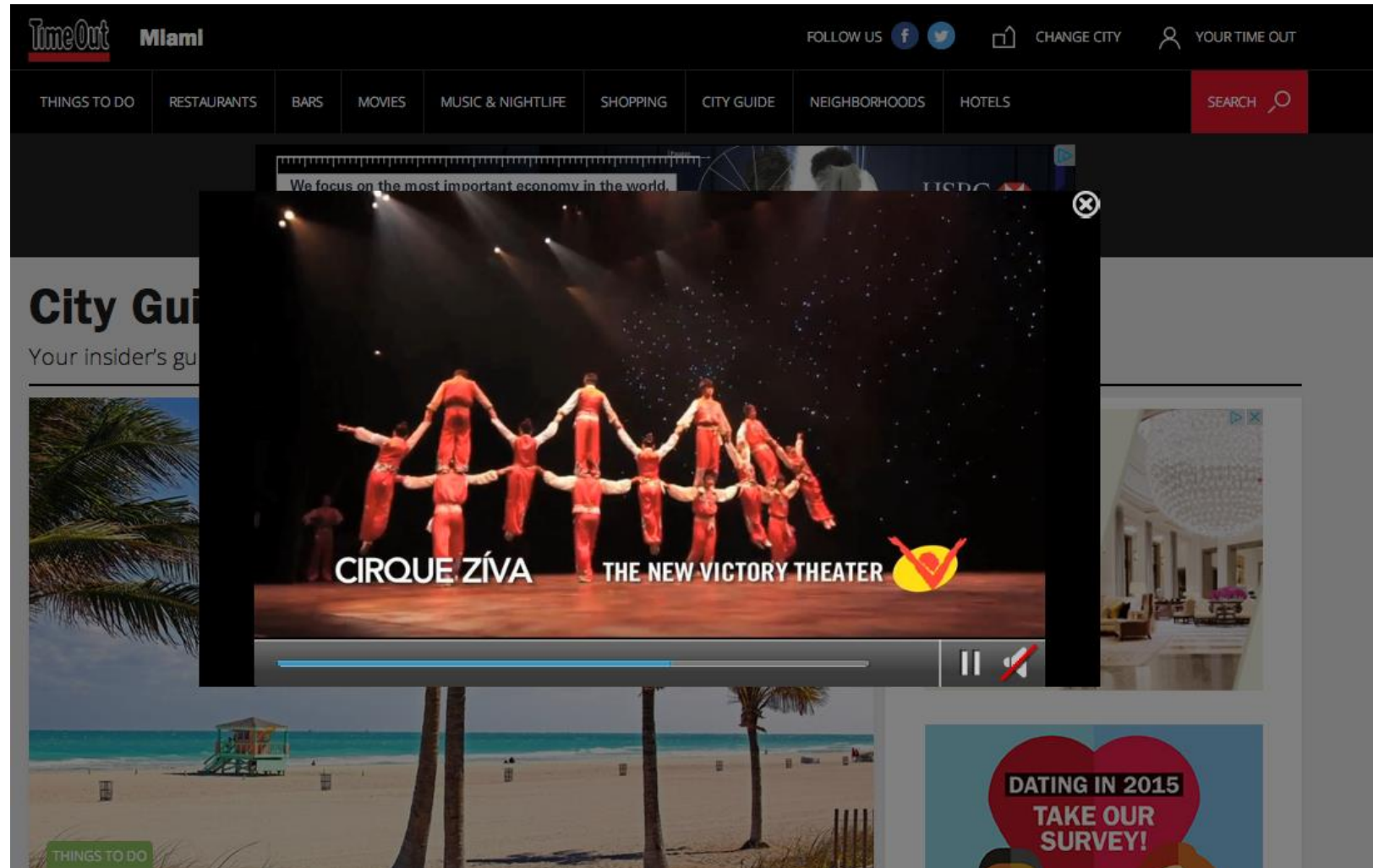


# Ad Spec.

## Rich Media | Overlays | Floating Ads

- Dimensions: 300x300 maximum
- Animation: 10 seconds maximum floating animation then auto closes.
- Sound must be user initiated
- A clearly defined close button must be visible at all times: clicking on the button should close the ad immediately.
- Overlays/Floating ads can be linked to an in-page ad format.
- All overlays/floating ads will be frequency capped at once per user per day.

*Note: Overlays/Floating ads may be viewable by only certain browsers and operating systems. We will not show the ad for any browsers or operating systems when the technology could cause system instability or crashes.*





# General

All creative elements are due no less than 3-5 working days (depending on the complexity of the format) before their launch date as all rich media formats need to be tested and subsequent amends may need to be made.

9

# Desktop Reskins.

## Spec

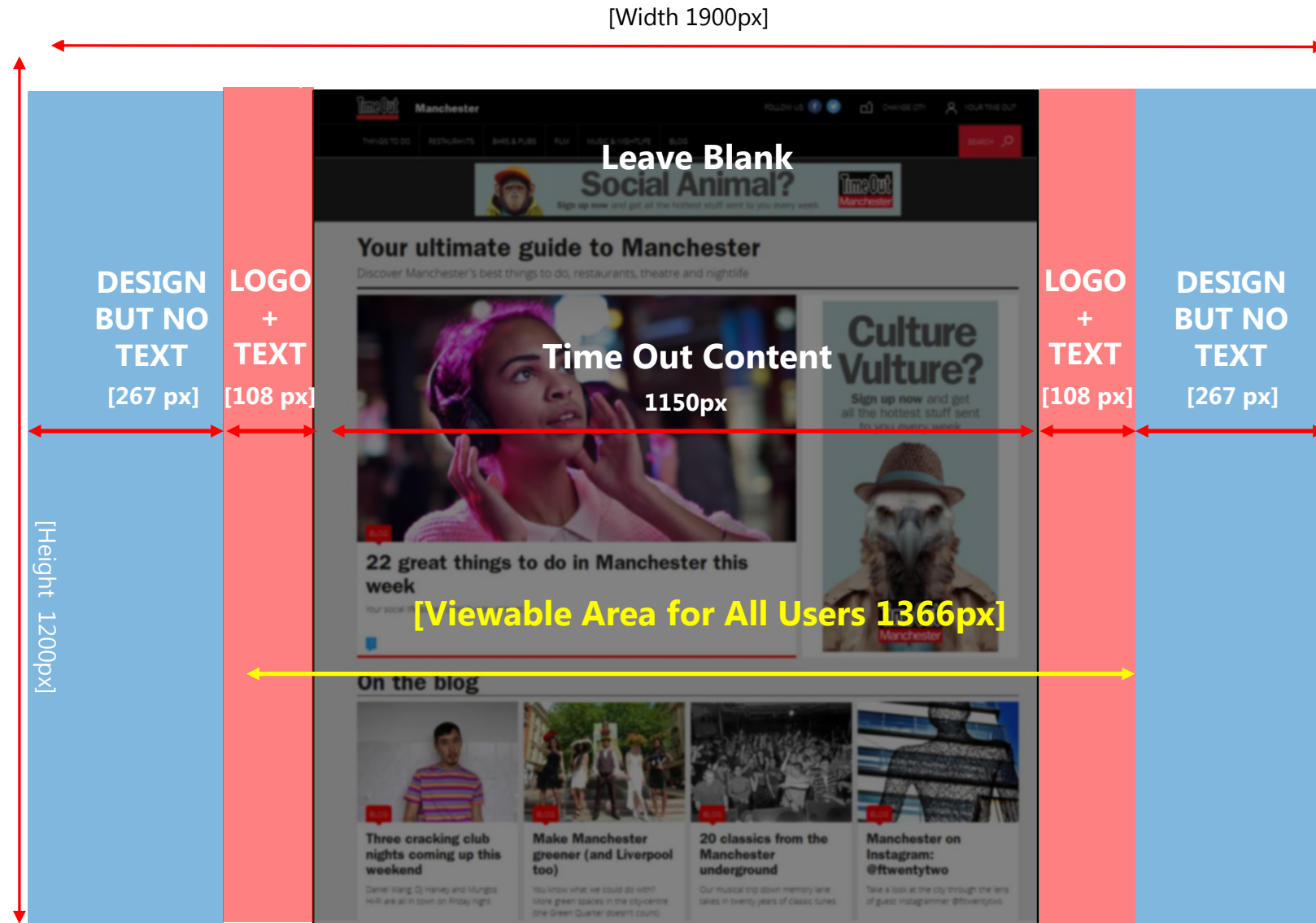
Time Out page width: 1150px, design to standard screen display 1366px with bleed to up to 1900px width

External provision of fireplace reskin: These must comply with our specifications and be supplied at least 5 days before the start of the campaign. Please note that all designs are subject to Time Out approval and alterations may need to be made to fit with Time Out requirements.

### SKIN [NO HEADER]

Dimensions: Width 1366x (max width 1900) x min height 1200px.

Centre page area: 1150px



Any important text/logo should be kept within 800 pixels height to ensure it can be viewed by users with smaller screens.

# Mobile Reskins.

## Spec

Time Out page width:  
Viewable area on all devices 320px,  
(Recommend keeping all text to 300px)

Keep all key messaging within viewable area and  
bleed design up to 720px

Time Out page height:  
Viewable on all devices 250px,  
Keep all key messaging within viewable area and  
bleed design to 1024 px.

Clickable call to action 730x71 (all text within central  
area 320x71)

These must comply with our specifications and be  
supplied at least 5 days before the start of the  
campaign. Please note that all designs are subject  
to Time Out approval and alterations may need to be  
made to fit with Time Out requirements.





# Reskins.

## Guidelines

- 3rd party 1x1 pixel and click tracker should be supplied for external tracking.
- Pixel and click trackers should be supplied at least 3 days before the start of the campaign.
- If no 3rd party tracking elements are supplied, Time Out will count clicks and impressions internally.
- Max file size 250kb

### Background colour:

Please supply a HEX number if you want to match the background colour with the reskin. We will default to White/Black background otherwise.

