# Ad Spec Guide

## 2015

# Desktop.
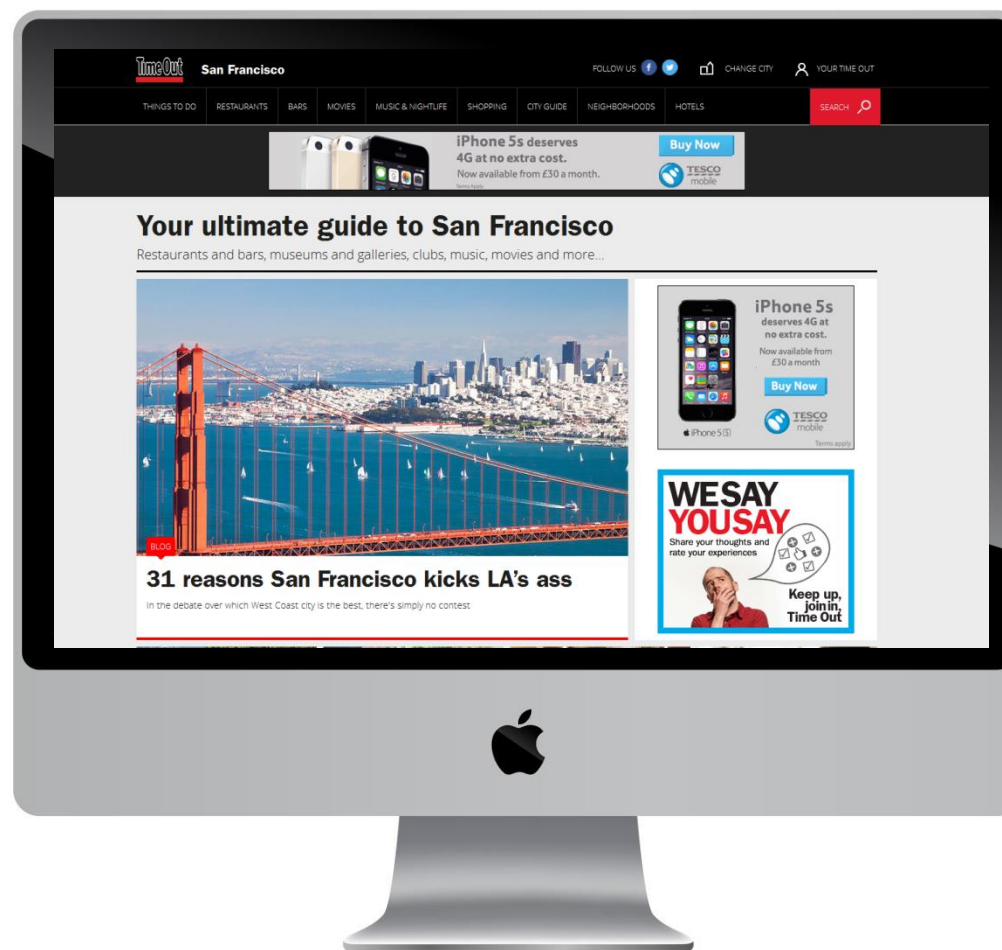
## Standard Formats

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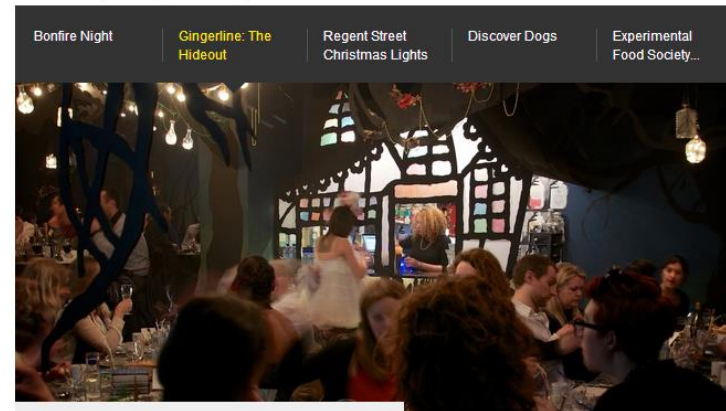300x250 → 510x250 maximum (must expand to the left)

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.
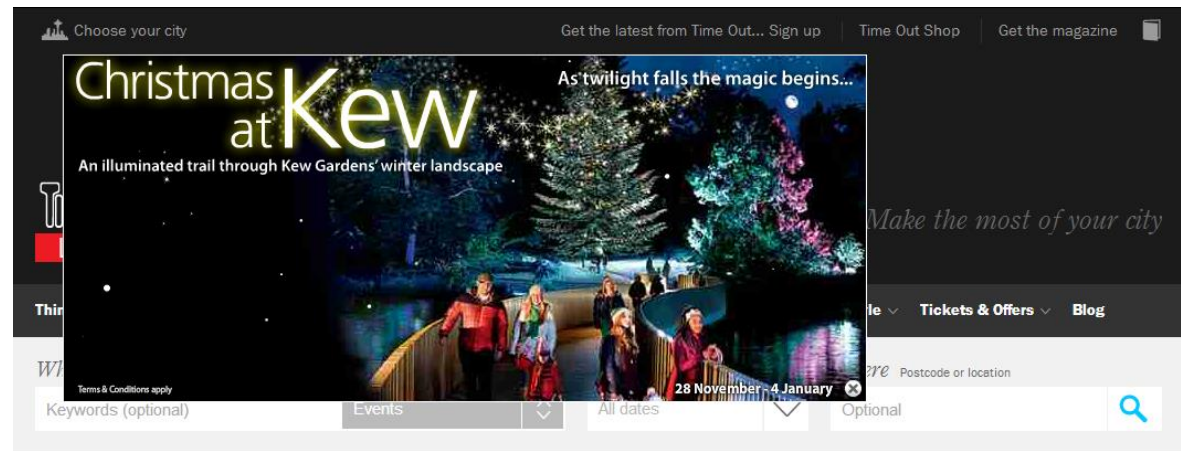


The action that causes the panel to expand MUST also cause the panel to retract.
Mouse over/mouse off: When a user passes a mouse over the creative, the panel expands; the panel retracts when the mouse is removed.
Click open/click close: The creative can be set to expand with user click; the panel retracts when the user clicks a clearly marked close button.
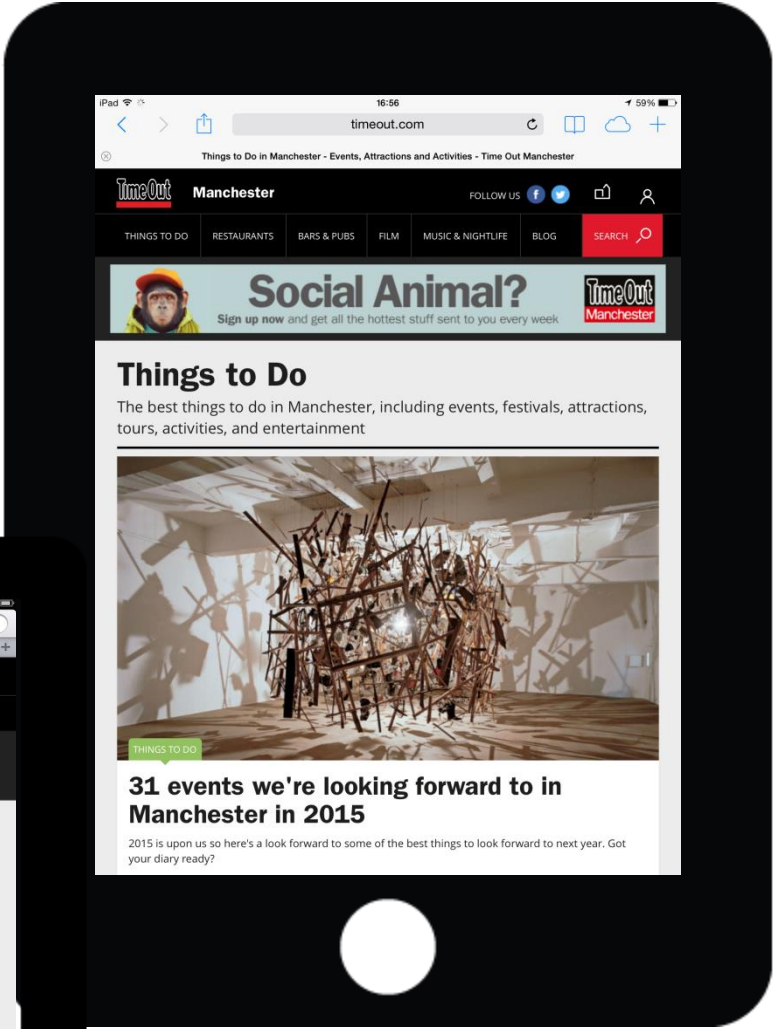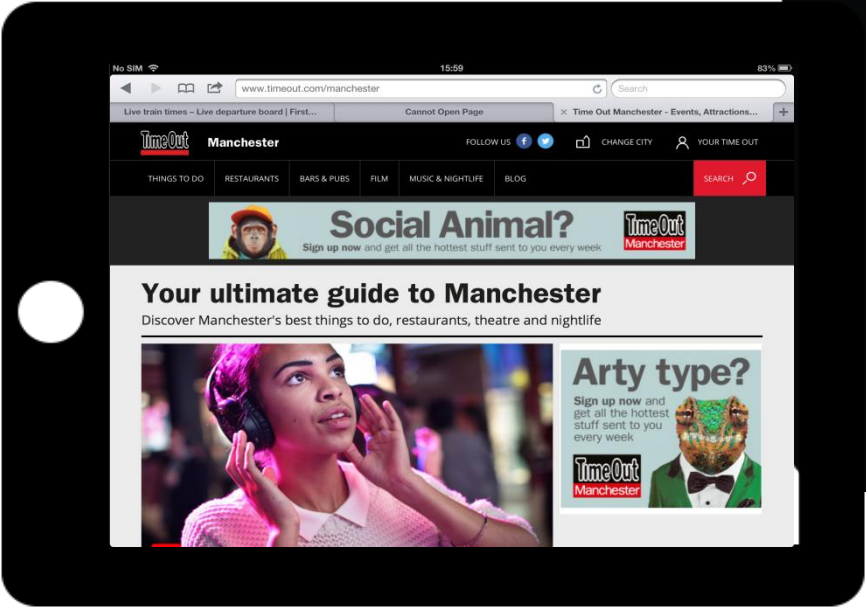
3

# 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.**

# Ad Spec.

## Guidelines

CLICK TAG for flash creative:

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

If providing rich creative via a 3rd 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.

# 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.*

# Ad Spec.

## General

**THIRD PARTY SERVING**
We use DART for Publishers to serve and manage our advertising. By default all DFA clients should supply Internal Redirect tags to minimize reporting discrepancies.
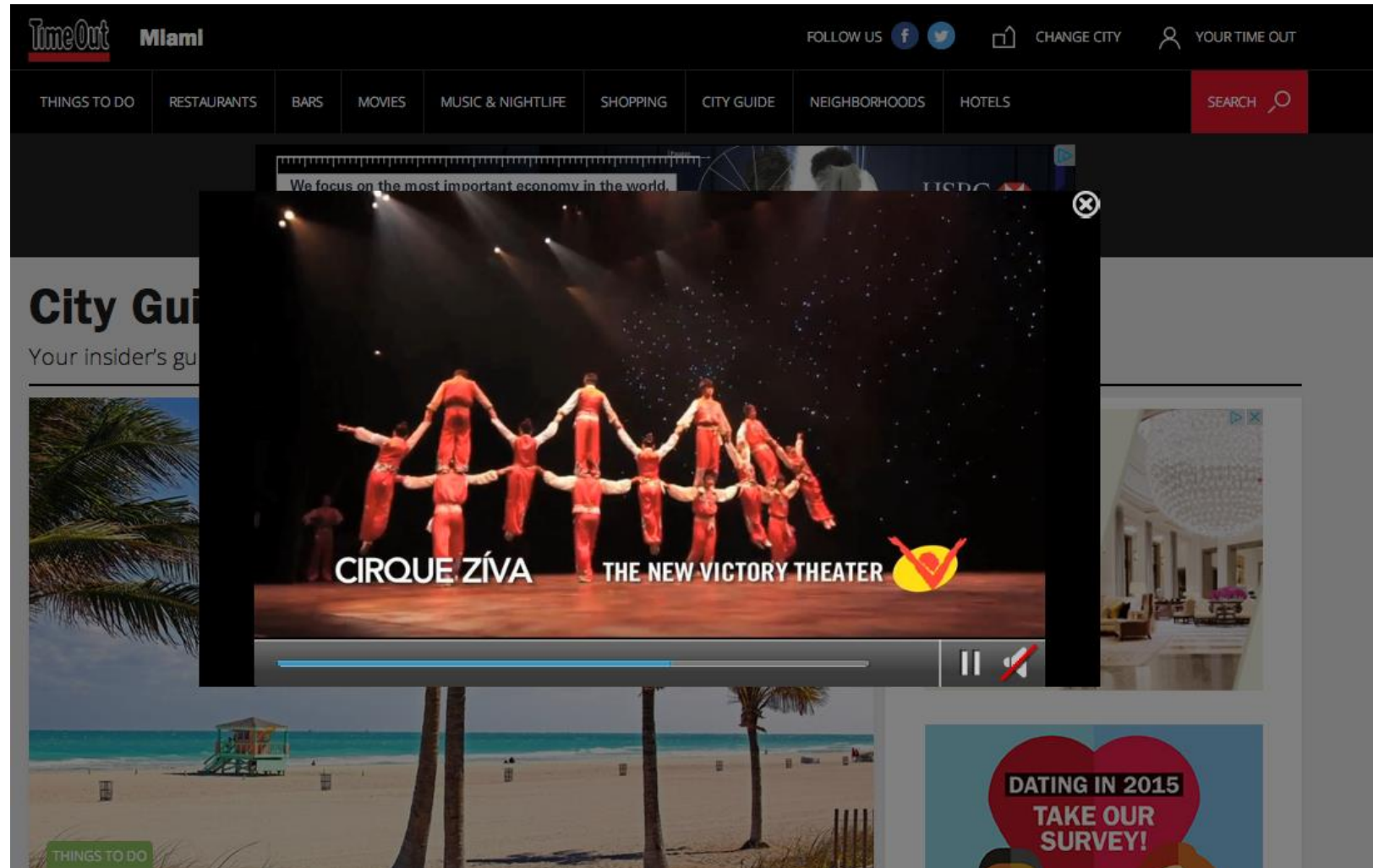
**SUBMISSION GUIDELINES**
All creative elements are due no less than 3-5 working days (depending on the complexity of the format) before their launch date as all rich media formats need to be tested and subsequent amends may need to be made.

# 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.
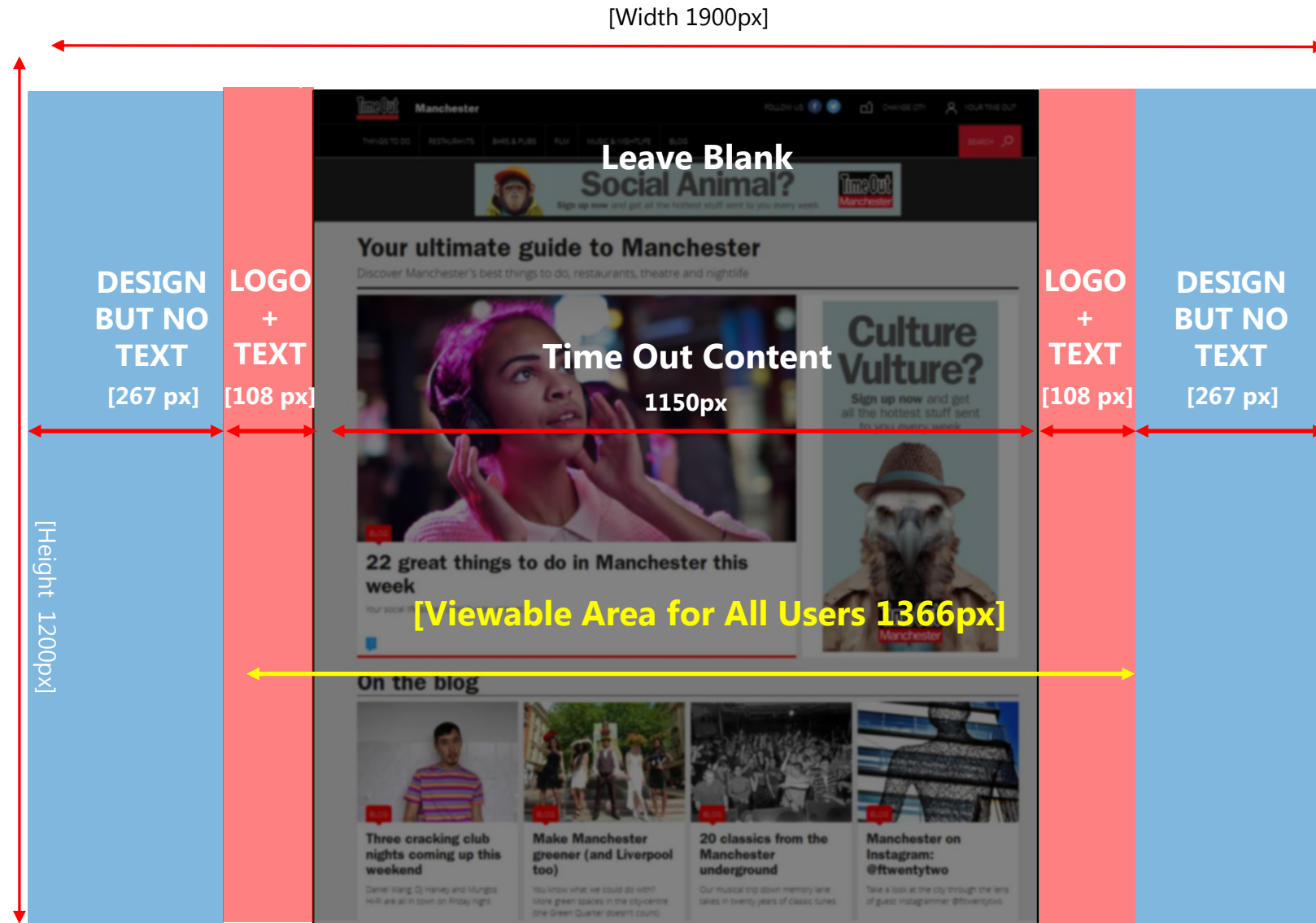
SKIN [NO HEADER]
Dimensions: Width 1366x (max width 1900) x min height 1200px.
Centre page area: 1150px

[Width 1900px]

DESIGN BUT NO TEXT [267 px]

LOGO + TEXT [108 px]

Leave Blank

Your ultimate guide to Manchester

Discover Manchester's best things to do, restaurants, theatre and nightlife

Time Out Content

1150px

Culture Vulture?

22 great things to do in Manchester this week

[Viewable Area for All Users 1366px]

On the blog

Three cracking club nights coming up this weekend

Make Manchester greener (and Liverpool too)

20 classics from the Manchester underground

Manchester on Instagram: @ftwentytwo

LOGO + TEXT [108 px]

DESIGN BUT NO TEXT [267 px]

[Height 1200px]

*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.



730px

1024px

320PX x 250PX
KEY MESSAGING AREA

SCROLLING ACTION BAR
320PX x 71PX

730px



730px

1024px

250px

71px

320px

20% OFF LUXURY HOLIDAYS

BOOK NOW

11

# 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.