Guardian digital advertising

Technical specifications
for digital advertising on
The Guardian

The Guardian

Ad specifications

Here you will find the guidelines and technical specifications for digital ads on The Guardian.

We present all our users with an ad experience that complies to the Better Ads Standards, as such our creative guidelines below follow these principles and all creative to be served on our site must meet the criteria which can be found **here.**

Delivery methods

We accept: .gif, .jpg, 3rd party tags, HTML5. If you would like to deliver HTML5, please notify your account manager at time of booking or as soon as you know this format is being delivered, as our Digital Ad Production team will need to process it ahead of being trafficked.

If you provide 3rd party creative tags, we cannot accept them if the initial load of the creative is more than 200kb.

Creatives must be supplied in a secure format or they will not be accepted.

Flash: Please note that Flash files (.swf) will not be accepted.

Further notes

Backup creatives: In certain scenarios when a rich media creative has been delivered, we may require a backup creative to run on app or mobile web, to conform to the following guidelines:

    Format: .gif or .jpg
    File size: 40kb max

In-banner video (with an embedded video player with video controls): If the video is autoplay, it must start muted.

Max autoplay length is 30 seconds for billboard, or 15 seconds for all other formats.

There is no max length for click-to-initiate video.

VAST XML base format.

Additional VPAID elements can be accepted, but given its variability, testing must happen prior to going live.

Available for direct campaigns only.

In-banner video on iOS App: Video tags constructed in either HTML or JavaScript must specify the playsinline attribute: <video **playsinline**>

For the videos to play without a user action, the video tag needs to also specify the **muted** attribute: <video playsinline muted>

Expandable creatives: We serve ads through an iFrame so require you to provide code to allow the ad to expand.

We fully support expandable creative from various third parties, subject to testing.

Expandable creatives must be click-to-expand (with the exception of 3-2-1 hover to initiate expansion creatives).

Close button should be located at top right.

Expandable creatives to be served on The Guardian homepage may be subject to Ad Governance Group approval.

Contact

Ad specifications (continued)

Ad Choices logo: The Guardian along with many other publishers has committed to comply with the IAB's Self-Regulatory Framework in relation to OBA Advertising. In order to comply we will require all 3rd party hosted adverts to include the Adchoices Ad Marker as per the **IAB's technical guidelines.**

White creative: All white and light-coloured creative must have a dark one-pixel border.

Readability: Type should be at least 20px for black print against white background. Fine print should be at least 15px. For light print against a dark background, consider larger type or boldface.

Click into new window: All ads must click into a new browser window.

Browser compliance: We will target to all modern browsers unless otherwise instructed. More information on browsers can be found **here.**

Lead time: If supplying .gifs, .jpgs, or 3rd party tags, we must receive these at least 3 working days before campaign start date. If supplying HTML5, we must receive this 5 working days before campaign start date. If our Digital Ad Production (DAP) team are building creatives, assets must be received as specified on the **DAP format guide**.

Late creatives/assets may result in delays to the campaign live date.

Sound: All sound must be user click activated.

Misleading ads: We will not carry any form of advertising that is deemed to be of poor quality, inappropriate, misleading or confusing to our users. If unsure, please contact your Guardian Account Manager.

CPU: We may reject or remove ads that drive the CPU too high.

Third-party tracking: We accept third-party click tracking for all formats and

third-party impression tracking for all formats except Interstitials. Please note that if you have supplied third-party tracking, there may be a discrepancy between our ad server stats and your data. IAB's discrepancy tolerance is +/-10%.

Please note: We do not accept any Brand Safety Blocking Tags for page takeovers on The Guardian site. For CPM Brand Safety Blocking tags, we require the tags and the full list of blocks being applied within them 48 hours before go live date.

Guidelines on photosensitive effects
(affecting people with conditions such as epilepsy and migraine)

General flashing threshold: A sequence of flashes or rapidly changing image sequences where both the following occur:

1. The combined area of flashes occurring concurrently (but not necessarily contiguously) occupies more than one quarter of any 335 × 268 pixel rectangle anywhere

on the displayed screen area when the content is viewed at 1024 × 768 pixels and...

2. There are more than three flashes within any one-second period.

Note: For the general flashing threshold, a flash is defined as a pair of opposing changes in brightness of 10% or more of full scale white brightness, where

brightness is calculated as .2126*R + .7152*G + .0722B using linearised R, G, and B values. Linearised-X = $(X/FS)^{2.2}$ where FS is full scale (usually 255 today). An "opposing change" is an increase followed by a decrease, or a decrease followed by an increase.

Red flashing threshold: A transition to or from a saturated red where the following occurs: The combined area

of flashes occurring concurrently occupies more than one quarter of any 335 × 268 pixel rectangle anywhere on the displayed screen area when the content is viewed at 1024 × 768 pixels and there are more than three flashes within any one-second period.

Formats

Format	Dimensions (W × H px)	Delivery formats	Available for	Desktop web	Tablet web	Mobile web	Tablet app	Mobile app	Max auto animation length	Initial size	Subsequent max load
Leaderboard	728 × 90 (max expansion left/down: 728 x900)	.gif .jpg 3rd party tag HTML5	Direct display Programmatic	●	●		●		15 seconds	150kb (40kb if Guardian hosted)	2.2mb (1.5mb if Guardian hosted)
MPU	300 × 250 (max expansion left/down: 900 x 500)			●	●	●	●	●	15 seconds	150kb (40kb if Guardian hosted)	2.2mb (1.5mb if Guardian hosted)
Billboard	970 × 250 (max expansion left/down: 970 x 500)			●	Landscape		Landscape		30 seconds	150kb (60kb if Guardian hosted)	2.2mb (1.5mb if Guardian hosted)
Superheader	900 × 250 (max expansion left/down: 900 x500)			●	Landscape		Landscape		30 seconds	150kb (60kb if Guardian hosted)	2.2mb (1.5mb if Guardian hosted)
DMPU	300 × 600 (max expansion left/down: 900 x 600)			●	●				15 seconds	150kb (60kb if Guardian hosted)	2.2mb (1.5mb if Guardian hosted)
Skyscrapper	160 x 600			●	●				15 seconds	150kb (60kb if Guardian hosted)	2.2mb (1.5mb if Guardian hosted)
Fabric	100% × 250	Must be built in-house by DAP	Direct display	●	●	●			30 seconds	n/a	n/a
Mobile revealer	300 × 250					●			15 seconds	n/a	n/a
Parallax MPU	300 × 250			●	iOS	iOS			n/a	n/a	n/a
Page skin See further information on Format notes pages	1600 × 1200	.gif .jpg		●					n/a	150kb	2.2mb (1.5mb if Guardian hosted)

Formats (continued)

| Format	Dimensions (W × H px)	Delivery formats	Available for	Desktop web	Tablet web	Mobile web	Tablet app	Mobile app	Max auto animation length	Initial size	Subsequent max load
Cascade	940 × 230 expands to 940 × 690	HTML5 3rd party tag Built in-house by DAP		●					15 seconds	150kb (40kb if Guardian hosted)	2.2mb (1.5mb if Guardian hosted)
Filmstrip	300 × 600			●	●				15 seconds	150kb (40kb if Guardian hosted)	2.2mb (1.5mb if Guardian hosted)
Overlay	Max 900 × 500			●	●				15 seconds	150kb (40kb if Guardian hosted)	2.2mb (1.5mb if Guardian hosted)
Rotating billboard	930 × 188			●	●				15 seconds	150kb (40kb if Guardian hosted)	2.2mb (1.5mb if Guardian hosted)
Sideslider	300 × 600 expands to 900 × 600			●	●				15 seconds	150kb (60kb if Guardian hosted)	2.2mb (1.5mb if Guardian hosted)
Sidewinder	300 × 600 expands to 900 × 600			●					15 seconds	150kb (60kb if Guardian hosted)	2.2mb (1.5mb if Guardian hosted)
Sliding doors	Launching from 970 × 250			●					30 seconds	n/a	n/a
Outstream	Video frame size: 620 × 340	flv mp4 3rd party URL XML: VAST	Direct display Programmatic	●					30 seconds	200kb	2.2mb (1.5mb if Guardian hosted)
Viewably Display: In Read Carousel	540 x 540	Built in-house by DAP	Direct display/ PG	●		●			30 seconds	200kb	2.2mb
Interscroller	300 x250	Built in-house by DAP/3rd party tag	Direct display/ PG			●			30 seconds	200kb	2.2mb
Shoppable	300 x250	3rd party tag (Flashtalking)	Direct display	●		●			30 seconds	150kb	2.2mb
Social Display	300 x250	3rd party tag	Direct display/ PG			●			30 seconds	150kb	2.2mb
Chatbot	300 x600	3rd party tag	Direct display	●					30 seconds	150kb	2.2mb

Video specs
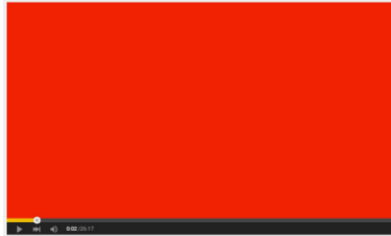
Pre-roll formats

Non-skippable video
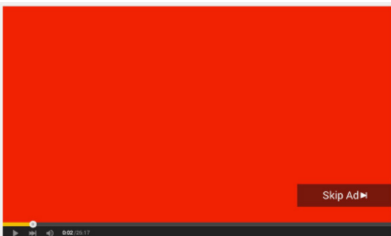- Max ad duration: 20 seconds
  EMEA, 15 seconds US
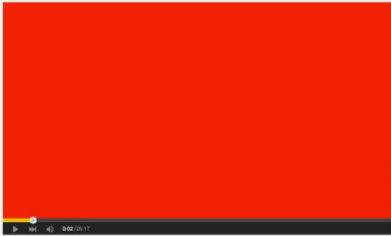
Non-skippable bumper
- Max ad duration: 6 seconds

Skippable video
- Min ad duration: 12 sec
- Max ad duration: 6 minutes

Third-party served (VAST compliant) specs

Format: H.264 (MP4) video file type must be included for each video creative (other formats such as WebM can be included but may not be used)

Aspect ratio and bitrate: 720p or below is required, the optional inclusion of 1080p is recommended - either 16:9 or 4:3 aspect ratios are acceptable. (Examples of each are 16:9 - 854 × 480; 1280 × 720; 1920 × 1080 and 4:3 - 480 × 360; 720 × 540; 960 × 720)

Must contain at least one mediafile under 1000kbps

Audio format: MP3 or AAC preferred

Frames per second: Up to 30fps

Maximum file size: 10 MB

Requirements: Must comply with YouTube's **XML summary for VAST ad server response**

Must be SSL-compliant

Only VAST 3.0 tags are allowed for skippable video ads. VAST 2.0 will not be accepted.

Must be served via a linear VAST tag (pre-fetch tag) by a **YouTube-approved vendor.**

Must NOT have geo, browser or any other targeting on the third party end.

VPAID is not allowed

Guardian also accept RAW assets. Supported file formats here

If supplying pre-roll in the form of YouTube link, please ensure video is public or unlisted and allows embedding.

Video specs (continued)

In light of GDPR there are some changes YouTube (PFP) have taken regarding 3rd party ad-technologies (pixels) that can be associated to campaigns Serving to Users in the EEA. Only the following 8 technologies can be included:

1. **Google (including DoubleClick)**
2. **IAS**
3. **DoubleVerify**
4. **MOAT**
5. **ComScore**
6. **Nielsen**
7. **Kantar**
8. **Research Now**

Campaigns Serving to Users Outside the EEA we can use other ad-technologies:

1. **ComScore**
2. **DoubleVerify**
3. **IAS**
4. **MOAT**
5. **Nielsen**
6. **Kantar**
7. **Research Now**
8. **Sizmek**
9. **Innovid**
10. **Flashtalking**
11. **Extreme Reach**
12. **C3 Metrics**
13. **Adform**
14. **Weborama**
15. **Adocean**

Format notes

Page skin

● No click to remove

● No animation of skins allowed

● Must be supplied as a .gif or .jpg – 1600 × 1200 creative – middle (980 pixels) must be blank

● Skins will only show on desktop screens bigger than 1300 pixels wide

● Any white on white creative must have a 1px black border (as per normal guidelines)

● Only available as part of a takeover

● Please keep all messaging inside the dark grey area as per the diagram, so as to ensure it is viewable on all screen sizes

If your skin is showing with a 900 × 250/
970 × 250 please build the skin as per the diagram **here.**

If your skin is showing with a 728 × 90 please build the skin as per the diagram **here.**