



# The Economist Group

Digital Advertising Specifications  
2024

# The Economist Group

## Digital Creative Guidelines

	Ad Format	Size	File Type	JPG/GIF file size	Initial Load	Max Load Video	Creative Animation	Desktop	Mobile / Web	Mobile AMP	Mobile APP	Audio	In - Banner Video	Additional Information
Advertising Ad Formats	Billboard	970x250	JPG/GIF/ 3rd Party Ad Tag / HTML5	75-100KB	200KB	1MB	30 Seconds/3 Loops Max	Y	N	N	N	Audio allowed, must be user initiated. Audio to not exceed -12db	Must be 3rd party Ad Served. Video must be on auto mute. Must contain volume, play and pause button.	All assets must include a 1 pixel black border  A maximum of 5 creatives per rotation  All assets must be delivered 5 working days for internal testing / client approvals  <a href="https://support.google.com/admanager/answer/7046799?hl=en">https://support.google.com/admanager/answer/7046799?hl=en</a>
	MPU	300x250	JPG/GIF/ 3rd Party Ad Tag / HTML5	75-100KB	200KB	1MB	30 Seconds/3 Loops Max	Y	Y	Y	Y			
	DMPU	300x600	JPG/GIF/ 3rd Party Ad Tag / HTML5	75-100KB	200KB	1MB	30 Seconds/3 Loops Max	Y	N	N	N			
	HTML5	970x250, 728x90, 300x250,300x600	Zip file bundle with HTML & JPG	HTML	200KB	1MB	30 Seconds/3 Loops Max	Y	Y	Y	Y			

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Advertising Ad Formats	Mobile Interscroller	Device Responsive	3rd party - Celtra Ad Tag	75-100KB Backup Image	200KB	2MB	15 Seconds	N	Y	N	N	Audio allowed, must be user initiated. Audio to not exceed -12db	Must be 3rd party Ad Served. Video must be on auto mute. Must contain volume, play and pause button.	All assets must include a 1 pixel black border  A maximum of 5 creatives per rotation  All assets must be delivered 5 working days for internal testing / client approvals
	Mobile Interscroller Internal - production build	Device Responsive 768 x 1230	Video 9:16 / 16:9 Images & Logos 1x1 URL Trackers PSD files (layered)	JPG, PNG, MP4	NA	40MB	15 Seconds	N	Y	N	N			
	Mobile - Audience Extension	300x50	JPG/GIF/ 3rd Party Ad Tag / HTML5 / MRAID	75-100KB	200KB	1MB	30 Seconds/3 Loops Max	N	Y	Y	Y			
	Mobile - Audience Extension	320x50	JPG/GIF/ 3rd Party Ad Tag / HTML5 / MRAID	75-100KB	200KB	1MB	30 Seconds/3 Loops Max	N	Y	Y	Y			
	Mobile - Audience Extension	320x480	JPG/GIF/ 3rd Party Ad Tag / HTML5 / MRAID	75-100KB	200KB	1MB	30 Seconds/3 Loops Max	N	Y	Y	Y			
	Mobile - Espresso The World in Brief	300x250 & 220x72px 970250 & 300x250	MPU & logo Ad (Espresso) Billboard & MPU (The World in Brief) JPG/GIF/ 3rd Party Ad Tag / HTML5 / MRAID	75-100KB	200KB	1MB	Billboard / MPU 30 Seconds/3 Loops Max Logo Ad -Static image	Y	N	N	Y			

## Digital Creative Guidelines

	Ad Format	Size	File Type	JPG/GIF file size	Initial Load	Max Load Video	Creative Animation	Desktop	Mobile / Web	Mobile AMP	Mobile APP	Audio	In - Banner video	Additional Information
Video	In-Content Video	Video Resolution 1920x1080 Ratio 16:9 / 4:3 Max Bitrate - 768kbps Recommended coded: H.264	MP4, MOV, VAST 2.0, 3.0, 4.0 accepted	NA	NA	30 MB	15 & 30 Seconds	Y	Y	N	N	NA	NA	1x1 tracking Quartile tracking. Must not exceed 24 fps  A maximum of 5 creatives per rotation
Newsletters	Newsletter Sponsorship	Max Character 100 including spaces  CTA - 16 characters max (including spaces) Option to choose between Read more, Learn more, Discover more and Sign up  Logo PNG transparent background - max height 32px  JPG Image 16:9: max / 1920x1080  Resolution max 300dpi The filename should be formatted as: companyname_image.jpg  Only text may be overlaid on the image  The text should not cover more than 20% of the image  The image should not include additional logos or brand-marks The image should not include buttons or call-to-actions	Image and Text	JPG / PNG 350KB	NA	NA	Static Image no animation	Y	Y	N	N	NA	NA	All Assets must be delivered 5 working days for internal testing / client approvals

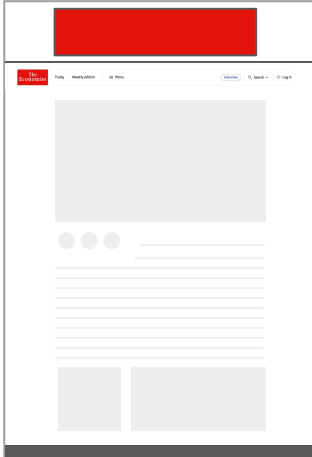
## Digital Creative Guidelines

	Ad Format	File Type	Creative Animation	Desktop	Mobile	Mobile AMP	Mobile APP	Audio	In - Banner video	Additional Information
Podcast	Audio Pre, Mid & Post roll	MP3 (at least 192 Kbps) 44 100 kHz  Allowed dB levels: Min -9dB / Max -6dB (50% of maximum output)	Audio 30 seconds	Y	Y	N	Y	Y	N	Approved Impression Vendors; (DoubleClick Manager, Podtrac, Adition, Sizmek)  72 hours / 3 days prior launch
Instagram Reads	Image or Video	Dimensions are 1080x1920 with a 9:16 aspect ratio (Please leave 280px on the top and bottom as a safe zone. This is where our team will overlay features listed above.)  Landing page URL (for swipe up link)  provide their @ handle	15 Seconds	N	Y	N	Y	Y	Y	1 week prior to launch

## Digital Creative Guidelines

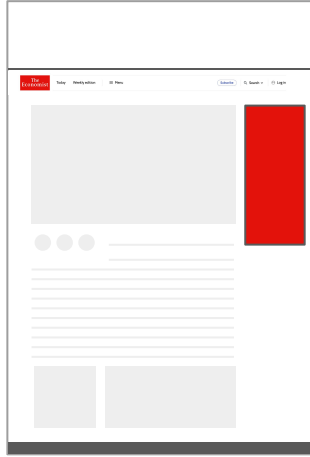
Ad	Ad Format	File Type	JPG/GIF file size	Initial Load	Creative Animation	Desktop	Mobile / Web	Mobile AMP	Mobile APP	Audio	In - Banner Video	Additional Information
Mobile Weekly Bundle	Full - screen Interstitial  Smartphone - 750x1334  Tablet - 2048x1536 and 1536x2048	JPG/GIF/ 3rd Party Ad Tag / HTML5	75-100KB	200KB	30 Seconds/3 Loops Max	N	N	N	Y	N	N	All assets must include a 1 pixel black border  A maximum of 5 creatives per rotation  All assets must be delivered 5 working days for internal testing / client approvals  <a href="https://support.google.com/admanager/answer/7046799?hl=en">https://support.google.com/admanager/answer/7046799?hl=en</a>

### Desktop - Standard Placements



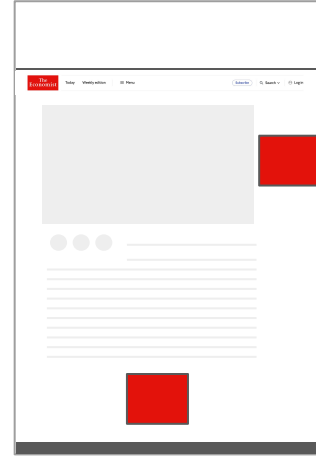
#### Billboard

Desktop - Appears at the top of the page on Economist.com



#### DMPU

Desktop - Appears on the right hand rail on Economist.com



#### MPU

Desktop - Appears on the right hand rail and within the content Economist.com

### Mobile - Standard Placements



#### Mobile- Interscroller

Mobile - Full page Advertising creative. Full user interaction and engagement upon scrolling



#### MPU - Mobile

Mobile - Appears within the content Economist.com

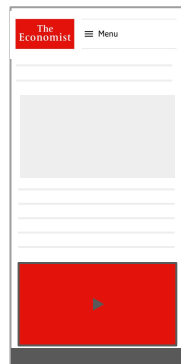


#### MPU - Mobile App

Mobile - Appears across Economist App

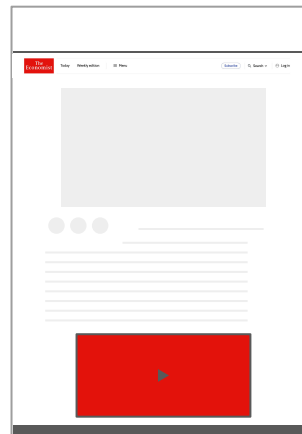


### Video - Placements



#### Mobile

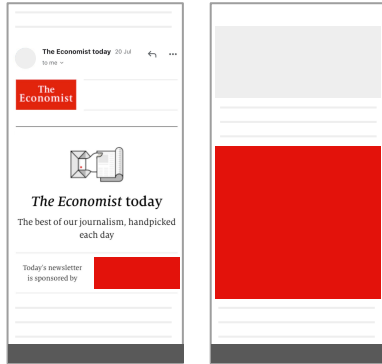
Appears within the content  
Economist.com



#### Desktop

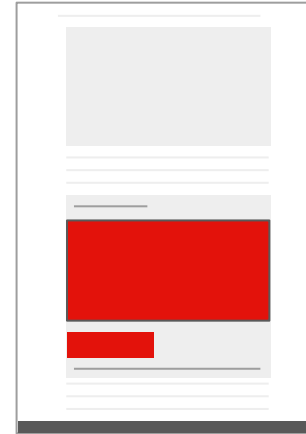
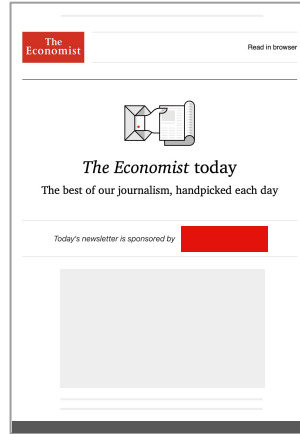
Appears within the content  
Economist.com

### Newsletter - Custom Placements



#### Mobile Newsletter

Mobile - sponsorship to Email Opt-in users. Advertisements will be displayed top of the content and within the content



#### Desktop Newsletter

Desktop - sponsorship to Email Opt-in users. Advertisements will be displayed top of the content and within the content