

Digital Rate Card 2021

The Economist Group is a world-renowned multinational media company that inspires and connects the most influential audiences across the globe.

Premium Sponsorship

Daily Sponsorship

Homepage takeover - delivers maximum impact for your brand, are 100% SOV over the duration of one day.

Homepage + Weekly Edition (WE) section page takeover - offers an added layer to enhance the daily takeover.

- Accepted ad sizes: 970x250, 300x250

Homepage + WE + Leaders takeover - offers an added layer to complete the daily takeover.

- Accepted ad sizes: 970x250, 300x250, 300x600

	WW	NA	UK	CE	MEA	APAC	LA	TE
Homepage ^{P9}	£14,000	£5,000	£1,400	£3,200	£500	£2,700	£1,700	£4,600
Homepage + Weekly Edition Section Front ^{P9}	£17,600	£6,200	£1,700	£3,900	£600	£3,500	£2,100	£5,500
Homepage + Weekly Edition Section Front + Leaders ^{P9}	£25,600	£8,700	£2,400	£5,200	£900	£4,900	£4,000	£7,500

Leaders, United States, and The World This Week takeovers - target all of our recent content across the most relevant topics and regions at 100% SOV over the duration of one day.

- Accepted ad sizes: 970x250, 300x250, 300x600

Leaders Section ^{P9}	£8,100	£2,600	£800	£1,400	£400	£1,500	£2,100	£2,100
United States Section ^{P9}	£5,200	£3,300	£600	£700	£200	£700	£300	£1,200
The World This Week ^{P9}	£21,500	£8,900	£2,700	£3,900	£900	£4,500	£1,200	£6,600

Target our most recent Business, Finance & Economics, and Science & Technology content at 100% SOV over the duration of one day.

- Accepted ad sizes: 970x250, 300x250, 300x600

Business and Finance & Economics Section ^{P9}	£11,400	£4,300	£1,200	£2,300	£500	£2,600	£900	£3,500
Science & Technology Section ^{P9}	£4,300	£1,900	£600	£900	£200	£900	£300	£1,400

First impressions offers 100% SOV on the first visit of a reader anywhere on site for the duration of the day.

- Accepted ad sizes: 970x250, 300x250, 300x600

First Impression Run of Audience ^{P9}	£34,700	£14,900	£4,900	£7,000	£1,500	£5,200	£1,800	£11,800
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***Available as Programmatic Guaranteed**

Weekly Sponsorship

Special report & Technology Quarterly takeovers allow you to specifically target relevant editorial subjects pertaining to that week's Special Report, or that quarter's Technology Quarterly report. Each Special Report and Tech Quarterly report consists of a series of insightful articles and in-depth analysis, with your brand delivering advertising across all articles.

- Accepted ad sizes: 970x250, 300x250

Weekly Edition section page allows you to have your brand messaging at 100% SOV on our weekly edition section page

- Accepted ad sizes: 970x250, 300x250

1843 section & article pages allows you to have your brand messaging at 100% SOV across all 1843 content.

- Accepted ad sizes: 970x250, 300x250, 300x600

	WW	NA	UK	CE	MEA	APAC	LA	TE
Special report package ^{P9}	£36,200	£13,000	£3,500	£7,300	£1,400	£8,300	£3,100	£10,800
Weekly Edition Section Front Takeover ^{P9}	£24,900	£8,300	£2,600	£4,700	£1,100	£5,800	£3,700	£7,300
1843 Content Takeover ^{P9}	£52,600	£21,000	£7,500	£11,800	£2,100	£7,900	£2,300	£19,300

***Available as Programmatic Guaranteed**

Monthly Sponsorship

The World If takeover - targets all content within the World IF section at 100% SOV for a minimum of 1 month.

- Accepted ad sizes: 970x250, 300x250, 300x600

The World Ahead takeover - targets all content within the World Ahead section at 100% SOV for a minimum of 1 month.

- Accepted ad sizes: 970x250, 300x250, 300x600

	WW	NA	UK	CE	MEA	APAC	LA	TE
The World IF (Jul) ^{pg}	£64,500	£31,200	£7,100	£17,000	£1,000	£6,600	£1,900	£24,000
The World IF (Jul-Aug) ^{pg}	£85,500	£39,700	£9,700	£24,900	£1,200	£7,800	£2,600	£34,500
The World Ahead (Nov - Dec) ^{pg}	£317,400	£136,400	£34,600	£73,000	£12,500	£40,200	£20,900	£107,600
The World Ahead (Jan) ^{pg}	£205,400	£80,900	£34,500	£42,400	£7,500	£26,400	£14,000	£76,800
The World Ahead (Feb) ^{pg}	£108,300	£38,700	£14,300	£19,200	£5,300	£18,900	£12,200	£33,400
The World Ahead (Mar) ^{pg}	£43,000	£17,000	£7,300	£8,900	£1,600	£5,600	£3,000	£16,100
The World Ahead (Nov - Mar) ^{pg}	£674,000	£272,700	£90,600	£143,300	£26,800	£90,900	£49,900	£233,800

***Available as Programmatic Guaranteed**

Premium Economist.com

Run of Economist.com

Reach the Economist audience across all areas of Economist.com

	WW	NA	UK	CE	MEA	APAC	LA	TE
300x250 pg	£27	£34	£39	£36	£27	£36	£27	£37
300x600 pg	£39	£49	£56	£52	£39	£52	£39	£54
970x250 pg	£42	£52	£60	£56	£42	£56	£42	£58
In Content Video :15 **	£0.35	£0.35	£0.35	£0.35	£0.35	£0.35	£0.35	£0.35
Fullpage Synced Ads	£108	£135	£154	£144	£108	£144	£108	£149

**** In-content video is priced on a cost per completed view (CPCV) and serves on Articles Pages only. A completed view is considered at 15 seconds.**

PG: Available as Programmatic Guaranteed

NB: All rates are based with no viewability guarantee. For viewability specific rates please reach out to your media strategist

Contextual

Available packages include:

- Focus packages: Business & Management, Thought Leadership, Technology & Innovation, and Travel & Lifestyle
- Section packages: Weekly Edition, Leaders, and The World This Week
- Daily content packages: daily content promoted from our flag ship newsletter/s
- Keyword targeting: target custom or premade keyword segments to the most relevant content

	WW	NA	UK	CE	MEA	APAC	LA	TE
300x250 pg	£28	£36	£41	£38	£28	£38	£28	£39
300x600 pg	£41	£52	£59	£55	£41	£55	£41	£57
970x250 pg	£44	£55	£63	£59	£44	£59	£44	£61
In Content Video :15 **	£0.44	£0.44	£0.44	£0.44	£0.44	£0.44	£0.44	£0.44
Fullpage Synced Ads	£114	£142	£162	£152	£114	£152	£114	£157

**** In-content video is priced on a cost per completed view (CPCV) and serves on Articles Pages only. A completed view is considered at 15 seconds.**

PG: Available as Programmatic Guaranteed

NB: All rates are based with no viewability guarantee. For viewability specific rates please reach out to your media strategist

Audience

Reach your target audience across Economist.com leveraging 1st party behavioral data (Business Leaders, Thought Leaders, Economist Subscribers) or overlay 3rd party data (Business Decision Makers, C-Suite, etc...) or both

	WW	NA	UK	CE	MEA	APAC	LA	TE
300x250 pg	£32	£39	£45	£42	£32	£42	£32	£44
300x600 pg	£46	£57	£66	£61	£46	£61	£46	£63
970x250 pg	£49	£61	£70	£65	£49	£65	£49	£68
In Content Video :15 **	£0.52	£0.52	£0.52	£0.52	£0.52	£0.52	£0.52	£0.52
Fullpage Synced Ads	£126	£158	£181	£169	£126	£169	£126	£175

**** In-content video is priced on a cost per completed view (CPCV) and serves on Articles Pages only. A completed view is considered at 15 seconds.**

PG: Available as Programmatic Guaranteed

NB: All rates are based with no viewability guarantee. For viewability specific rates please reach out to your media strategist

In-Stream Video (off-domain YouTube)

In-stream enables brands and advertisers to deliver their message before, during or after the premium video content produced by Economist Films. Runs as Pre, Mid and Post Roll. Scale is limited; please keep to selling WW, NA, and/or UK

	WW	NA	UK	CE	MEA	APAC	LA	TE
Run of Economist Youtube Channel								
Bumper***	£17	£21	£21	£21	£21	£21	£21	£21
Standard*	£26	£28	£28	£28	£28	£28	£28	£28
Non-Skippable**	£28	£31	£31	£31	£31	£31	£31	£31

*Standard - Max length :60 seconds. Skippable after :05 seconds

**Non Skippable - Max length 15 seconds. No skip option.

***Bumper - Max Length 6 seconds. No skip option

Attention based [Cost Per Hour]

Reach the Economist audience across all areas of Economist.com

	WW	NA	UK	CE	MEA	APAC	LA	TE
Max Impact Run of Audience	£54	£68	£77	£72	£54	£72	£54	£75
Max Exposure Run of Audience	£43	£54	£62	£58	£43	£58	£43	£60
Available packages include: Business & management, Thought leadership, Technology & innovation, Travel & lifestyle focus packages								
	WW	NA	UK	CE	MEA	APAC	LA	TE
Max Impact Focus Package	£57	£71	£81	£76	£57	£76	£57	£79
Max Exposure Focus Package	£45	£57	£65	£61	£45	£61	£45	£63

Premium Extension

Audience Extension

Audience Extension enables the campaign to deliver sequential messaging, unify engagement with your target across a fragmented web, add scale to the campaign, and maximize the reach of the custom assets, driving more potential leads back to the client. Minimum 60% Viewability

	WW	NA	UK	CE	MEA	APAC	LA	TE
All positions & devices								
728x90 / 300x250 / 300x600 / 970x250	£11	£12	£15	£14	£14	£14	£11	£11
Pre-roll	£24	£24	£24	£24	£24	£24	£24	£24
Minimum 60% viewability guarantee (Utilizing Google Active View)								
728x90 / 300x250 / 300x600 / 970x250	£15	£16	£20	£19	£19	£19	£15	£15
Pre-roll	£29	£29	£29	£29	£29	£29	£29	£29
CPC: All positions & devices (Run of Web)								
728x90 / 300x250 / 300x600 / 970x250	£2	£2	£2	£2	£2	£2	£2	£2
CPC: All positions & devices (Audience)								
728x90 / 300x250 / 300x600 / 970x250	£3	£3	£3	£3	£3	£3	£3	£3

Social

Reach your target audience on Facebook, and align with The Economist brand through sponsoring relevant articles.

	WW	NA	UK	CE	MEA	APAC	LA	TE
Sponsored Posts	£14	£14	£14	£14	£14	£14	£14	£14

The Instagram Stories feature allows users and brands to share content to followers for 24 hours and this story appears prominently at the top of the app before the newsfeed. Currently our most popular story is the Weekend Reads, featuring six of the most important stories of the week. This story sequence goes live on Sunday morning and stays live in the story feed for 24 hours. Users can also navigate to our page and click on the icon to view. The story will move to our highlights reel for one week (until the new story is posted). These stories perform well with a 60% completion rate.

	WW							
Instagram Stories - Weekend Reads	£8,715							

Economist Films video content | Video is tweeted by @TheEconomist | Tweet is sponsored by client and :06 pre-roll ad plays before our content.

	US	UK	EMEA	APAC (exc. China)				
Bronze - 4 video clips 2.5M views	£58,824	£58,824	£48,442	£48,442				
Silver - 6 video clips 3M views	£70,588	£70,588	£62,284	£62,284				
Gold - 8 video clips 3.75M views	£88,235	£88,235	£76,125	£76,125				

Ideas People Media

Ideas People Media is a select alliance of 85+ premium digital Publishers that have been identified by The Economist Group for reaching a like-minded audience to our subscribers. This product adds scale, efficiency, and reach to digital campaigns.

Reach Ideas People across all network partners

	WW	NA	UK	CE	MEA	APAC	LA	TE
728x90	£10	£12	£15	£13	£13	£13	£13	£14
970x250	£20	£22	£26	£24	£24	£24	£24	£25
300x250	£12	£13	£16	£14	£14	£14	£14	£15
300x600	£17	£18	£23	£20	£20	£20	£20	£22

Focus packages enable brands to position their message within a targeted range of content that fits their objectives, for example the thought leadership package will target business leaders exploring both business and politics.

Targeting by themed context will allow advertisers to reach a mind-set as well as demographics throughout the sites and across specific content.

Available packages include: Business & management, Thought leadership, Technology & innovation, Travel & lifestyle focus packages

728x90	£12	£14	£17	£15	£15	£15	£15	£16
970x250	£23	£25	£30	£27	£27	£27	£27	£29
300x250	£14	£15	£18	£16	£16	£16	£16	£17
300x600	£19	£21	£26	£23	£23	£23	£23	£25

Reach your target audience across Economist.com leveraging 1st party data that The Economist holds on our readers or an overlay of 3rd party data

728x90	£15	£17	£19	£17	£17	£17	£17	£18
970x250	£24	£26	£31	£28	£28	£28	£28	£30
300x250	£17	£17	£20	£18	£18	£18	£18	£19
300x600	£21	£23	£27	£24	£24	£24	£24	£26

Note: 3rd party targeting incurs a \$5 CPM cost

Ideas People Media

Reach Ideas People on their mobile devices, with this high impact rich media, mobile only format

	WW	NA	UK	CE	MEA	APAC	LA	TE
Smartphone 320x50	£8	£9	£10	£10	£10	£10	£10	£10
Smartphone 300x250	£13	£14	£17	£15	£15	£15	£15	£16
Tablet 728x90	£12	£13	£16	£14	£14	£14	£14	£15
Tablet 300x250	£13	£14	£17	£15	£15	£15	£15	£16
Drive hub traffic or accentuate brand natively on homepages/ section fronts and/or article pages								
Sponsored Content - Brand Spotlight***	£33	£33	£35	£35	£35	£35	£35	£35
Run pre-roll against editorial videos								
Pre-roll	£35	£37	£39	£37	£37	£37	£37	£39
Run video natively in the editorial content stream on network sites								
In-content video :15 **	£0.31	£0.31	£0.31	£0.31	£0.31	£0.31	£0.31	£0.31
In-content video :30**	£0.39	£0.39	£0.39	£0.39	£0.39	£0.39	£0.39	£0.39

** In-content video is priced on a cost per completed view (CPCV) and serves on Articles Pages only

*** Prices cannot be discounted when guaranteeing viewability

Premium Audio

Run of Economist Radio

In a multiplatform landscape, many readers are now also listeners. Reach Economist listeners via Economist Radio. Content is available for streaming or downloaded via Apple and Google podcasts. New episodes are published daily with The Intelligence (M-F) and Babbage, Money Talks, Economist Asks, Checks & Balance and Editor's Picks once a week.

	WW	US	CA	UK	EMEA	APAC	AFRICA
Cost per thousand listens							
Airtime - (Run of all podcasts)* <small>pmp/pg</small>	£25	N/A	N/A	£25	£25	N/A	£25
PMP/PG: Available as PMP or Programmatic Guaranteed through Acast Automated							
* Pre-roll, Mid-roll, Post-roll							

Weekly Economist Radio Sponsorship

In a multiplatform landscape, many readers are now also listeners. Reach Economist listeners via Economist Radio. Content is available for streaming or downloaded via Apple and Google podcasts. New episodes are published daily with The Intelligence (M-F) and Babbage, Money Talks, Economist Asks, Checks & Balance and Editor's Picks once a week.

	WW	US	CA	UK	EMEA	APAC	AFRICA
Pre-Roll Sponsorship							
The Intelligence - (Daily (M-F))	£108,178	N/A	N/A	£16,642	£36,084	N/A	£2,293
Money Talks - (Weekly (Tuesday))	£18,684	N/A	N/A	£2,298	£5,598	N/A	£340
Babbage - (Weekly (Wednesday))	£16,392	N/A	N/A	£2,014	£4,847	N/A	£312
Editor's Picks - (Weekly (Friday))	£16,241	N/A	N/A	£1,909	£4,858	N/A	£302
The Economist asks - (Weekly (Thursday))	£16,878	N/A	N/A	£2,047	£5,122	N/A	£302
Checks and Balance - (Weekly (Friday))	£15,752	N/A	N/A	£1,785	£4,480	N/A	£245
Mid-Roll Sponsorship							
The Intelligence - (Daily (M-F))	£108,178	N/A	N/A	£16,642	£36,084	N/A	£2,293
Money Talks - (Weekly (Tuesday))	£18,684	N/A	N/A	£2,298	£5,598	N/A	£340
Babbage - (Weekly (Wednesday))	£16,392	N/A	N/A	£2,014	£4,847	N/A	£312
Editor's Picks - (Weekly (Friday))	£16,241	N/A	N/A	£1,909	£4,858	N/A	£302
Checks and Balance - (Weekly (Friday))	£15,752	N/A	N/A	£1,785	£4,480	N/A	£245

Weekly Economist Radio Sponsorship

	WW	US	CA	UK	EMEA	APAC	AFRICA
Post-Roll Sponsorship							
The Intelligence - (Daily (M-F))	£108,178	N/A	N/A	£16,642	£36,084	N/A	£2,293
Money Talks - (Weekly (Tuesday))	£18,684	N/A	N/A	£2,298	£5,598	N/A	£340
Babbage - (Weekly (Wednesday))	£16,392	N/A	N/A	£2,014	£4,847	N/A	£312
Editor's Picks - (Weekly (Friday))	£16,241	N/A	N/A	£1,909	£4,858	N/A	£302
The Economist asks - (Weekly (Thursday))	£16,878	N/A	N/A	£2,047	£5,122	N/A	£302
Checks and Balance - (Weekly (Friday))	£15,752	N/A	N/A	£1,785	£4,480	N/A	£245
All Positions Sponsorship							
The Intelligence - (Daily (M-F))	£324,535	N/A	N/A	£49,925	£108,251	N/A	£6,880
Money Talks - (Weekly (Tuesday))	£56,052	N/A	N/A	£6,894	£16,795	N/A	£1,020
Babbage - (Weekly (Wednesday))	£49,176	N/A	N/A	£6,042	£14,542	N/A	£935
Editor's Picks - (Weekly (Friday))	£48,724	N/A	N/A	£5,728	£14,574	N/A	£907
The Economist asks - (Weekly (Thursday))**	£33,757	N/A	N/A	£4,095	£10,244	N/A	£605
Checks and Balance - (Weekly (Friday))	£31,504	N/A	N/A	£3,571	£8,960	N/A	£489
**Pre-roll and Post-roll							

Premium App

Weekly Sponsorship

Our new app was designed with an audience first focus and with the intention of making the best of our journalism easily discoverable. Users are kept informed throughout their day, can read articles, listen to the audio edition and our daily podcast. The weekly section, updated each Thursday, includes our print edition as well as an archive of previous editions. Weekly sponsorship offers 100% SOV over the duration of one week. Today (inclusive of Espresso Morning Briefing) takeover serve an MPU (300x250) on all mobile devices (Android and Apple). The Weekly Edition First Swipe serves a full page interstitial ad on a user's first action within the weekly edition.

	WW	NA	UK	CE	MEA	APAC	LA	TE
Today (300x250)	£38,300	£15,800	£6,900	£8,500	£1,100	£5,300	£1,300	£15,400
Weekly Edition First Swipe (Full Page Interstitial)*	£58,824	£21,765	£10,000	£12,941	£1,765	£10,000	£2,353	£22,941

***AVAILABLE June 1, 2021**

Premium Newsletter

Weekly Sponsorship

The Economist Today newsletter features the best of our journalism, handpicked each day. A selection of snippets from 5-7 articles are featured that encourage the audience to click through to read the full version.

Our custom advertising format is designed to engage our audience with relevant content from our brand partners. A sponsored content unit will be integrated into our newsletter in between our editorial stories.

The Economist Today Enhanced - additional to the advertisement feature in the newsletter, your brand will have 100% SOV on Economist.com surrounding the content clicked on within the newsletter for the duration of 1 week.

	WW	NA	UK	CE	MEA	APAC	LA	TE
The Economist Today	£72,200	£34,100	£11,600	£13,600	£3,100	£8,800	£4,800	£27,800
The Economist Today Enhanced	£127,800	£57,000	£18,600	£23,000	£5,500	£20,600	£8,500	£44,100

The Economist This Week newsletter is a smart guide to the upcoming new edition. Featuring a note from our editor-in-chief Zanny Minton Beddoes, it is her selection of must read articles.

Our custom advertising format is designed to engage our audience with relevant content from our brand partners. A sponsored content unit will be integrated into our newsletter in between our editorial stories.

The Economist This Week Enhanced - additional to the advertisement feature in the newsletter, your brand will have 100% SOV on Economist.com surrounding the content clicked on within the newsletter for the duration of 1 week.

The Economist This Week	£25,400	£10,200	£3,500	£5,100	£1,200	£2,900	£1,600	£8,500
The Economist This Week Enhanced	£32,100	£13,000	£4,300	£6,500	£1,400	£4,100	£2,100	£10,600

Contacts

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APAC			
All Queries	Inez Albert		inezalbert@economist.com



The Economist Group

Digital Advertising Specifications 2021

	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
	Leaderboard	728x90	JPG/GIF/ 3rd Party Ad Tag / HTML5	75-100KB	200KB	1MB	30 Seconds/3 Loops Max	Y	N	N	N			
	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			
	Mobile Interscroller	Device Responsive	Celtra Ad Tag	75-100KB Backup Image	200KB	2MB	15 Seconds	N	Y	N	N			
	HTML5	970x250, 728x90, 300x250, 300x600	Zip file bundle with HTML & JPG	HTML	200KB	1MB	30 Seconds/3 Loops Max	Y	Y	Y	N	N	https://support.google.com/admanager/answer/7046799?hl=en	

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 VAST 2.0 & 3.0 accepted	NA	NA	3.5 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
Newsletter	Newsletter Sponsorship	Max Character 112 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 1280x720px 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 Do not change following editorial review. © The Economist Group 2020. The image should not include additional logos or	Image and Text	JPG / PNG	NA	NA	Static Image no animation	Y	Y	N	N	NA	NA	Optional Disclaimer; 145 characters max (including spaces): Align left when the disclaimer text exceeds 145 characters, display instead a link to an external page with the full disclaimer. The link text should read "Disclaimer" The option to include a disclaimer should only be used in cases where it is a legal requirement to do so. The text should not be used for additional marketing purposes.

Digital Creative Guidelines

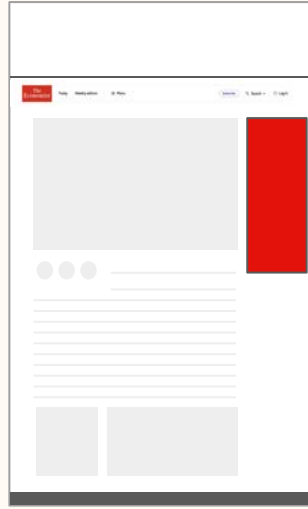
	Ad Format	File Type	Creative Animation	Desktop	Mobile	Mobile AMP	Mobile APP's	Audio	In - Banner video	Additional Information
Podcast	Audio Pre, Mid & Post roll	MP3 (at least 192 Kbps) 44 100 kHz Allowed dB levels: Min -9dB / Max -6dB (50% of maximum output) PNG Companion Banner 640 x 640	Audio 30 seconds Static Companion Banner Image	Y	Y	N	Y	Y	N	Approved Impression Vendors; (DoubleClick Manager, Podtrac, Adition, Sizmek) 72 hours / 3 days prior launch

Desktop - Standard Placements



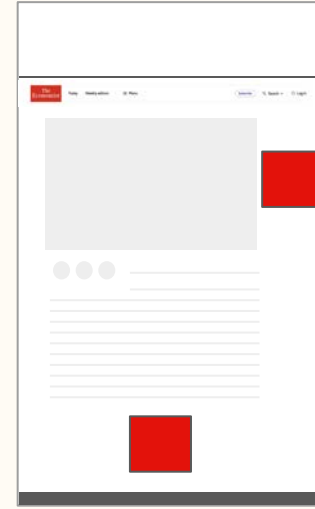
Billboard

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



DMPU

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



MPU

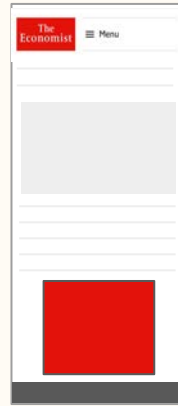
Desktop - Appears on the right hand rail and within the content Economist.com

Mobile - Standard Placements



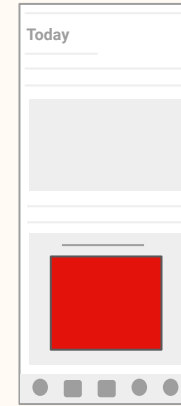
Mobile - Interscroller

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



MPU - Mobile

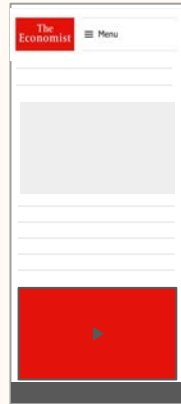
Mobile - Appears within the content Economist.com



MPU - Mobile App

Mobile - Appears across Economist App

Video - Placements



Mobile

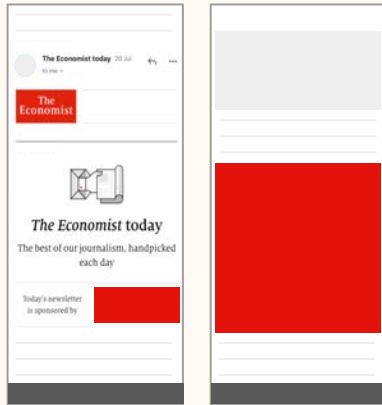
Appears within the content
Economist.com



Desktop

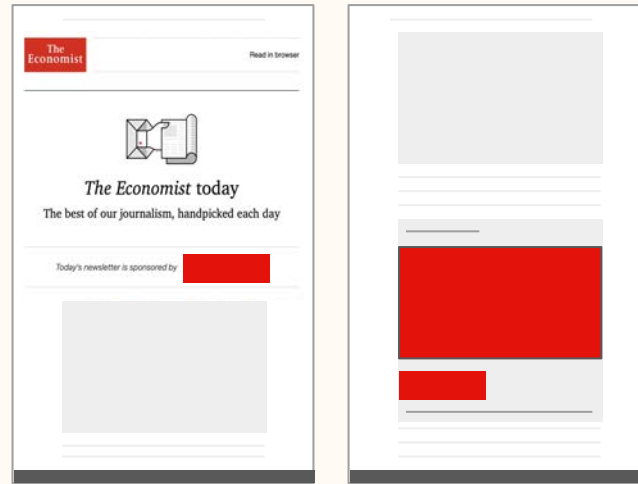
Appears within the content
Economist.com

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

App Interstitial Specs

Overview of Specifications:

Interstitials in the new app have been designed to offer both convenience and control for advertisers, depending on the creative resource at their disposal.

With this in mind, there are four different ways to supply creatives for in-app interstitials:

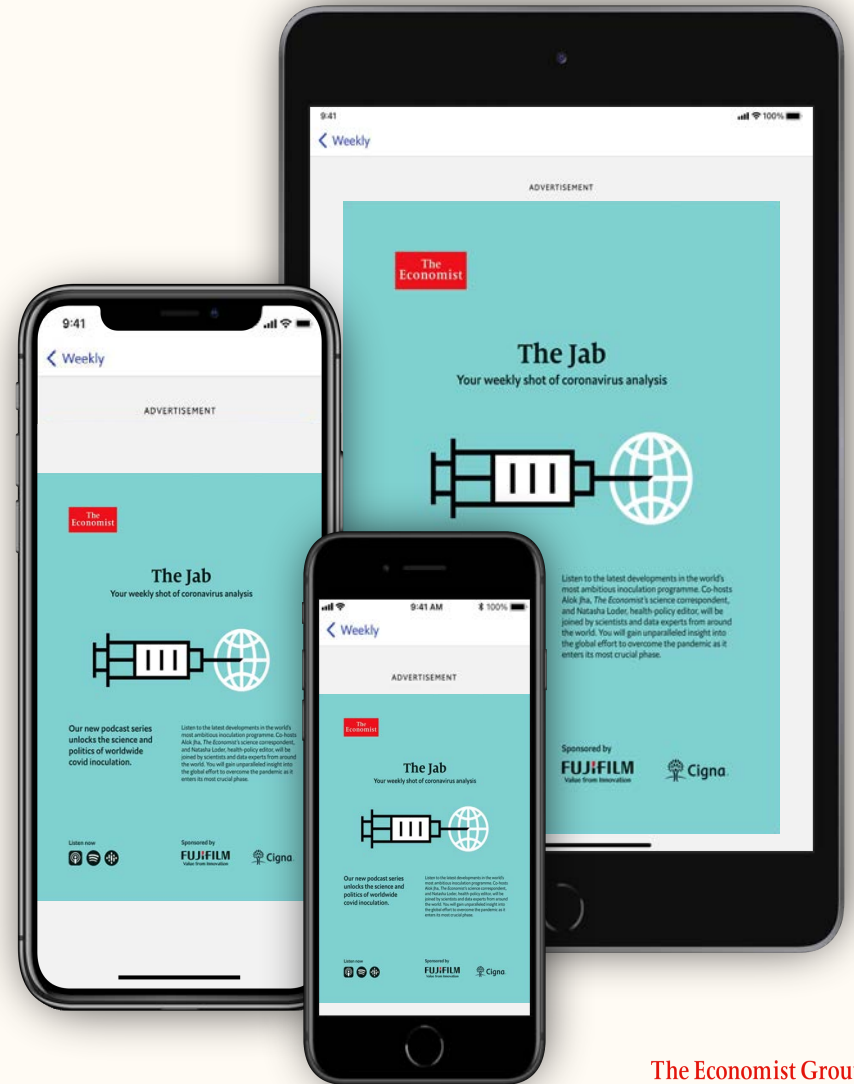
- **Print Page Interstitials** - interstitials supplied as pdf print pages.
- **DMPU Interstitials** - interstitials supplied as digital DMPU (300x600) images/tags.
- **Full-screen Interstitials** - interstitials built as fixed size images/tags using custom specs, designed to display as high-impact, full-size ads across all screens
- **Responsive Interstitials** - interstitials built as responsive HTML5 builds or third party ad tags that can adapt to fill the ad slot on any screen size



Print Page Interstitials

Requirements & Specifications

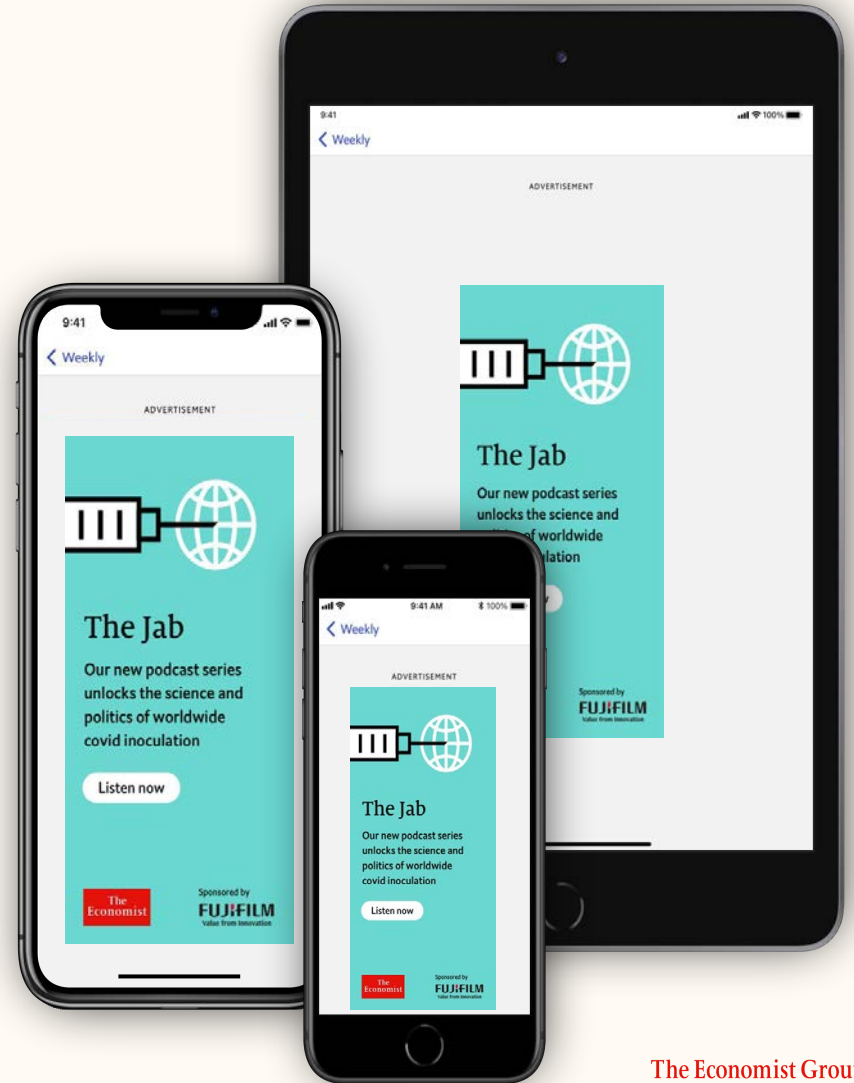
- Identical to full page print ad specification
- To be supplied as a pdf
- For how to build and how to supply, [please check the print spec here](#)



DMPU Interstitials

Requirements & Specifications

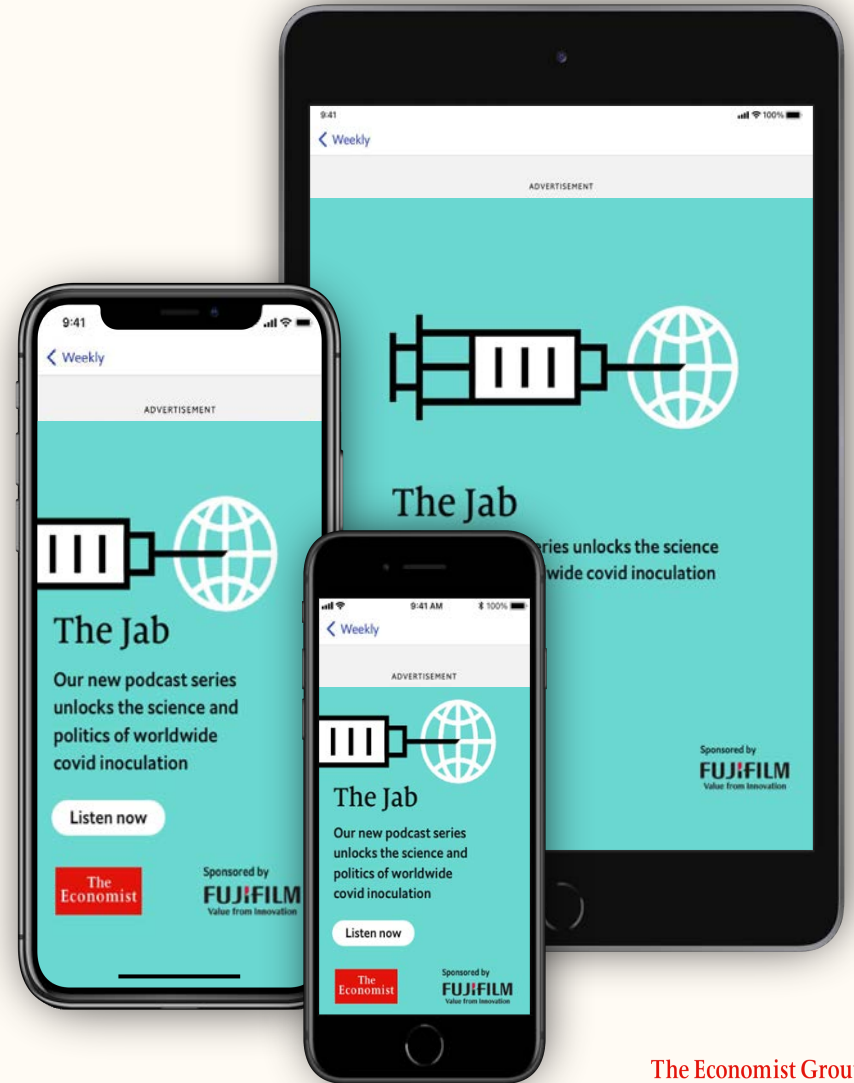
- Identical to web DMPU (300x600) ad specification
- **Size:** 300x600
- **File Type:** JPG / GIF / 3rd Party Ad Tag / HTML5
- **JPG/GIF file size:** 75-100KB
- **Ad Tag Initial Load:** 200KB
- **Max Load (Video):** 1MB
- **Creative Animation:** 30 Seconds / 3 Loops Max
- **Audio:** Audio allowed, must be user initiated. Audio to not exceed -12db
- **In-Banner Video:** Must be 3rd party Ad Served. Video must be on auto mute. Must contain volume, play and pause button.
- **Additional Information:** Double-density (600x1200) assets are accepted. All assets must be delivered 5 working days for internal testing / client approvals



Full-screen Interstitials

Requirements & Specifications

- **Sizes:** Custom - mobile portrait, tablet portrait & tablet landscape templates provided upon request
- **File Type:** JPG / 3rd Party Ad Tag / HTML5
- **JPG file size:** 250KB
- **Ad Tag Initial Load:** 250KB
- **Max Load (Video):** 1MB
- **Creative Animation:** 30 Seconds / 3 Loops Max
- **Audio:** Audio allowed, must be user initiated. Audio to not exceed -12db
- **In-Banner Video:** Must be 3rd party Ad Served. Video must be on auto mute. Must contain volume, play and pause button.
- **Additional Information:** All assets must be delivered 5 working days for internal testing / client approvals



Responsive Interstitials

Requirements & Specifications

If you are interested in building responsive ad tag/HTML5 interstitials in the Economist app, please reach out to us so that we can provide additional information and build guidance.

