DIGITAL ADVERTISING GUIDELINES

TAKEOVER

AD FORMATS	SIZE	PLATFORMS	AVAILABLE FOR	DELIVERY FORMATS	MAX INITIAL FILE LOAD SIZE	HOST INITIATED SUBLOAD	ANIMATION	Z-INDEX RANGE
Wallpaper	1920x1080	desktop	direct	JPEG	200kb	Not allowed for this unit	Not allowed for this unit	0- 4,999
Leaderboard	970x90	desktop	direct	3rd party tag, HTML5, JPEG	200kb	Not allowed for this unit	15 sec max animation length	0- 4,999
Halfpage	300x600	desktop	direct		200kb	Not allowed for this unit	15 sec max animation length	0- 4,999
Wallpaper	420x820	mobile web	direct	JPEG	200kb	Not allowed for this unit	Not allowed for this unit	0- 4,999
MPU	300x250	mobile	direct	3rd party tag, HTML5, JPEG	200kb	Not allowed for this unit	15 sec max animation length	0- 4,999

WALLPAPER NOTES

BALANCE BETWEEN CONTENT AND ADVERTISING:
In order to create the best possible user experience, the page's content should not be overwhelmed. The skin cannot be dominated by large blocks of solid background color, especially if the colors are jarring. Graphics, gradients, secondary art, product shots, etc., must be used, fading to white at the end of the safe area in order to make the skin more interesting and allow the site's content to breath.

AVOIDING REPETITION:
Skins should be treated like a frame for a painting -complementing the main art but not repeating it. Exact duplication of ad units in the skin is not permitted. There are two main reasons for this:
a. When messaging and imagery from the ad units repeats in the skin, a negative user experience is created as all the units compete for their attention. Toned down skins allow the user to focus on the messaging of the ads.
b. Exactly repeating an ad unit's imagery in the skin makes it look clickable. However having a skin that looks less clickable steers a user's attention toward the clickable ad units not the unclickable skin, resulting in a higher CTR.

USING IMAGERY:
Product shots and logos should not be tiled or repeated.

LOGOS:
Must not compete with GN branding.

USING COPY AND CALLS TO ACTION IN THE SKIN:
Other content like About us, Product price, Short copies in the skin is not allowed and should be found in the clickable ad units.

MATERIAL REQUIREMENT:
One (.JPG) file to be sent and with a file weight not exceeding 100kb. All indicated measurements of Masthead, Gutter and Bleed area must be incorpotaed on this one file. Landing URL should also be provided (ad impression/click trackers recommended).
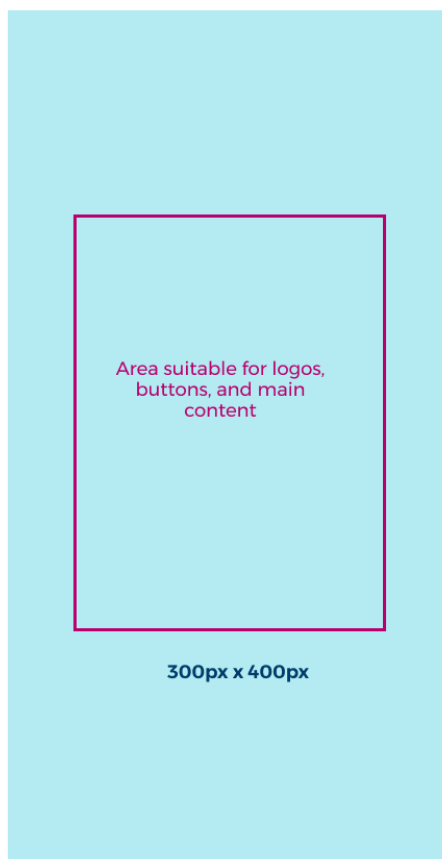
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GULF NEWS

Area suitable for logos, buttons, and main content

10px

250px | 230px

10px

130px

Depth of 380
(100+280) is
suitable for laptops

Visible area for screens below 1280px

Visible area for screens below 1280px

250px

1080 pixels height

830px

330px

60px

1140px

60px

330px

1920pixels width

NOTE: The entire light blue area (1920x1080px) is part of the creative, but it is meant as background color / image and will be cut when viewed in smaller monitors
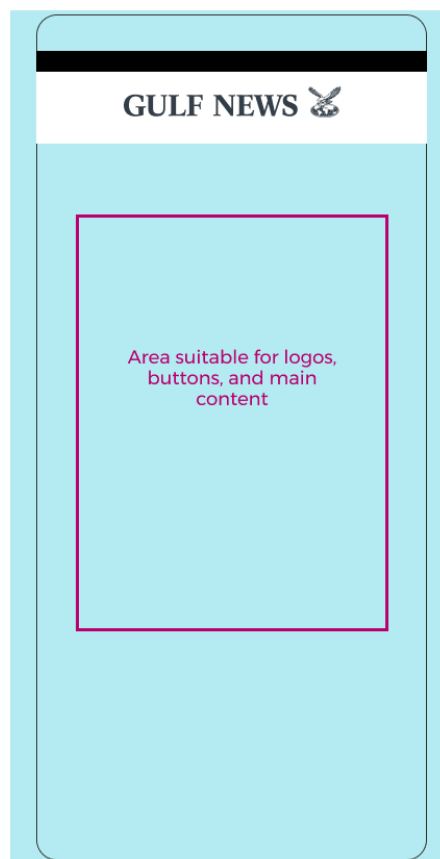**The marked area is the safe area where Logos, text, or CTA buttons can be placed.**
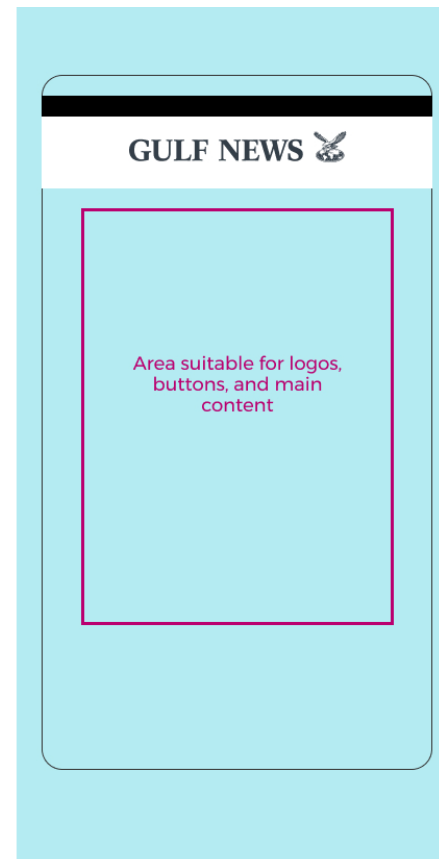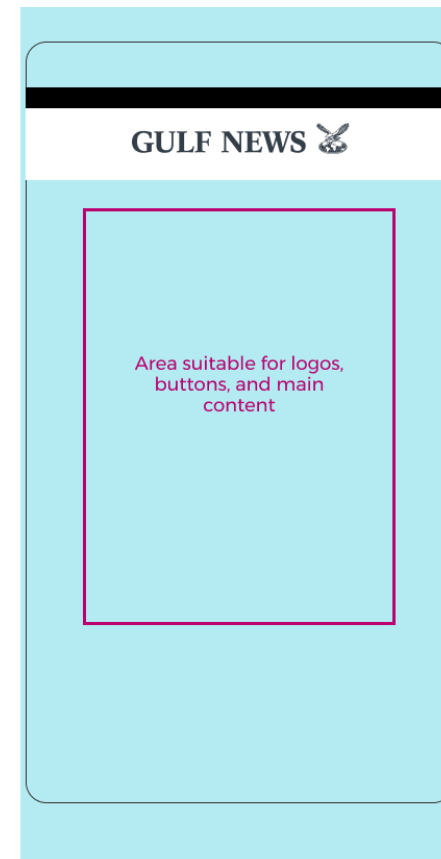
DIGITAL ADVERTISING GUIDELINES

TAKEOVER

Area suitable for logos, buttons, and main content

300px x 400px

420px x 820px

GULF NEWS

Area suitable for logos, buttons, and main content

iPhone X, Xs

GULF NEWS

Area suitable for logos, buttons, and main content

iPhone 6,7,8

GULF NEWS

Area suitable for logos, buttons, and main content

Google Pixel 2

NOTE: The entire light blue area (420x820px) is part of the creative, but it is meant as background color / image and will be cut when viewed in smaller monitors
The marked area is the safe area where Logos, text, or CTA buttons can be placed.

TAKEOVER

GENERAL NOTES (APPLY TO ALL ADS EXCEPT WALLPAPER)

FILE WEIGHT CALCULATIONS:
All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. File weights are calculated after files have been compressed into gzip format (see note 5).

INITIAL FILE LOAD:
Includes all assets and files necessary for completing first visual display of the Ad.

HOST-INITIATED SUBLOAD:
Where allowed, additional files may load one second after the browser domContentloadedEventEnd event. The ad should be able to "listen" for the browser domContentloadedEventEnd event before subsequent files beyond the initial max file size may be loaded.

USER-INITIATED FILE SIZE:
Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad, and/or rolling over an ad (or a portion of an ad).

AD FILE COMPRESSION:
Ads should be compressed before being served to a site. The most universally compatible format for file compression in transit over the Internet is gzip.

STYLE CUIDES:
Please reference these updated guidelines for file sizes, and any references to Flash should be disregarded and replaced with HTML5..

DIGITAL ADVERTISING GUIDELINES

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VIDEO NOTES (APPLY TO ALL ADS EXCEPT WALLPAPER)

REQUIRED FOR ADS WITH VIDEO:

Video may omit controls until user initiates interaction. Upon user interaction, video controls must include Play, Pause, Mute or volume control to zero (0) output for videos that expand out of initial ad upon interaction. For auto play videos that play in banner only Mute or volume control to zero (0) is required.

HTMLS VIDEO CONTROLS:

To improve performance and reduce file size, use control attributes in the HTML5 video tag for controls instead of providing custom assets for displaying controls..

ADAPTIVE BITRATE STREAMING:

HTML5 does not support streaming video, but it can simulate a streaming experience using adaptive bitrate streaming technologies such as HLS and MPEG-DASH. Formatting files for adaptive bitrate streaming enables a smoother viewer experience. Adaptive bitrate streaming uses short fragments (2-3 seconds) of the video at different quality levels and stores them in a playlist file such as M3U8. During playback, the player detects bandwidth at the start of each fragment and plays the fragment at the quality level best suited to the bandwidth and player environment. Common protocols for adaptive bitrate streaming include HTTP Live Streaming (HLS) in the US and MPEG-DASH in the EU

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VIDEO CODEC:

Use MPEG-4 (MP4) file formats for H.264-encoded video for a more seamless delivery across devices. The H.264 codec should use a Baseline profile to allow for more diverse execution in systems that range from a cellular connection on a mobile screen to a high-speed cable connection on an HTTP-connect TV screen. For audio, AAC is more widely supported (PCM audio is unsupported in Flash players)

VIDEO FORMAT:

At a minimum, the MP4/H.264 file format should be provided, but alternate files using formats such as WebM and VP8 may also be submitted.

THE MOOV ATOM:

Use the web-optimized setting when encoding the MP4 file, which sets the MOOV (movie) atom at the start of the file.