DIGITAL ADVERTISING GUIDELINES

GULF NEWS

STANDARD DISPLAY

AD SPECIFICATIONS

AD FORMATS	SIZE	PLATFORMS	AVAILABLE FOR	DELIVERY FORMATS	MAX INITIAL FILE LOAD SIZE	HOST INITIATED SUBLOAD	ANIMATION	Z-INDEX RANGE
Leaderboard	728x90 970x90	desktop, tablet web	direct programmatic		200kb	Not allowed for this unit	15 sec max animation length	0- 4,999
Billboard	970x250 1110x250	desktop, tablet web	direct programmatic		200kb	Not allowed for this unit	15 sec max animation length	0- 4,999
MPU	300x250	desktop, tablet web, mobile web, mobile app, google amp, fb instant	direct programmatic		200kb	Not allowed for this unit	15 sec max animation length	0- 4,999
Half page	300x600	desktop, tablet web	direct programmatic	.gif, .jpg, . 3rd party tag, HTML5	200kb	Not allowed for this unit	15 sec max animation length	0- 4,999
High-impact in-article ads	710x400, 710x250	desktop, tablet web	direct programmatic		200kb	Not allowed for this unit	15 sec max animation length	0- 4,999
Mobile leaderboard	320x50 320x100	mobile web	direct programmatic		200kb	Not allowed for this unit	15 sec max animation length	0- 4,999
Skyscraper	160x600, 120x600	desktop, tablet web	direct programmatic		200kb	Not allowed for this unit	15 sec max animation length	0- 4,999
Vertical rectangle	240x400	desktop, tablet web	direct programmatic		200kb	Not allowed for this unit	15 sec max animation length	0- 4,999

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GENERAL AD REQUIREMENTS

ACCEPTED CREATIVE FORMATS:
If JPG, PNG & GIF files, file weight should not exceed 200kb and landing URL should also be provided (ad impression/click trackers recommended)
·If Flash (.SWF), follow instructions of this link- http://www.iab.net/html5
·If 3rd party HTML tags, follow the guidelines of this spec sheet

AUDIO /VIDEO:
Video should auto play but on mute. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.

HOTSPOT:
Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must not initiate audio.

DEFINING AD SPACE:
Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).

MAX CPU:
ad not to exceed 30% CPU usage during host-initiated execution.

SUBMISSION LEAD TIME:
Minimum lead time for ad file submission is 3 days before campaign start.

MAX NUMBER OF HOST-INITIATED FILE REQUESTS:
ad not to exceed 30% CPU usage during host-initiated execution.

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GENERAL NOTES

1. 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).

2.1NITIAL FILE LOAD
Includes all assets and files necessary for completing first visual display of the Ad.

3.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.

4.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).

5.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.

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

HTML5 NOTE: HTML5 provides introduces new options for developing ads. the lab has developed "HTML5 for digital advertising" (http://www.iab.net/html5) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.