

Digital Ads

Billboard

Dimension: 970x250

File type: GIF, JPG, 3rd party tags

File Size Max: Subsequent Max Polite File Size 100 KB.

Subsequent User Initiated File Load Size 2.2 MB. (40 KB if image hosted by FT)

Animation Looping: Permitted. 3 loops maximum

Audio: Yes, on user click

Video: Video can auto play but if auto played, video must remain within the 300kb limit for polite download and must be muted as default. Video must include “play” and “stop” buttons.

Allows 3rd Party Serving: Yes

Allows 3rd Party Tracking: Yes

Halfpage

Dimension: 300x600

File type: GIF, JPG, 3rd party tags

File Size Max: Subsequent Max Polite File Size 100 KB.

Subsequent User Initiated File Load Size 2.2 MB. (40 KB if image hosted by FT)

Animation Looping: Permitted. 3 loops maximum

Audio: Yes, on user click

Video: Video can auto play but if auto played, video must remain within the 300kb limit for polite download and must be muted as default. Video must include “play” and “stop” buttons.

Allows 3rd Party Serving: Yes

Allows 3rd Party Tracking: Yes

MPU

Dimension: 300x250

File type: GIF, JPG, 3rd party tags

File Size Max: Subsequent Max Polite File Size 100 KB.

Subsequent User Initiated File Load Size 2.2 MB. (40 KB if image hosted by FT)

Animation Looping: Permitted. 3 loops maximum

Audio: Yes, on user click

Video: Video can auto play but if auto played, video must remain within the 300kb limit for polite download and must be muted as default. Video must include “play” and “stop” buttons.

Allows 3rd Party Serving: Yes

Allows 3rd Party Tracking: Yes

Leaderboard 728x90

Dimension: 728x90

File type: GIF, JPG, 3rd party tags

File Size Max: Subsequent Max Polite File Size 100 KB.

Subsequent User Initiated File Load Size 2.2 MB. (40 KB if image hosted by FT)

Animation Looping: Permitted. 3 loops maximum

Audio: Yes, on user click

Video: Video can auto play but if auto played, video must remain within the 300kb limit for polite download and must be muted as default. Video must include “play” and “stop” buttons.

Allows 3rd Party Serving: Yes

Allows 3rd Party Tracking: Yes

Super Leaderboard 970x90

Dimension: 970x90

File type: GIF, JPG, 3rd party tags

File Size Max: Subsequent Max Polite File Size 100 KB.

Subsequent User Initiated File Load Size 2.2 MB. (40 KB if image hosted by FT)

Animation Looping: Permitted. 3 loops maximum

Audio: Yes, on user click

Video: Video can auto play but if auto played, video must remain within the 300kb limit for polite download and must be muted as default. Video must include “play” and “stop” buttons.

Allows 3rd Party Serving: Yes

Allows 3rd Party Tracking: Yes

300x250 Email alerts

Dimension: 300x250

File type: GIF only

File Size Max: 50 KB

Animation Looping: Permitted. 3 loops maximum

Allows 3rd Party Serving: No

Allows 3rd Party Tracking: No

Additional Information: 3rd Party tracking URLs cannot be used

Digital Ads

Skins

Must provide Left and right jpeg images : 500x1080

Static JPEG only

Click-through tracking URL can be provided

1x1 impression can also be provided. (1 per skin)

Built by IVO. Creatives must be supplied 5 working days before launch

Skins w Billboard

Must provide Left and right jpeg images : 500x1080

Static JPEG only

Click-through tracking URL can be provided

1x1 impression can also be provided. (1 per skin)

Billboard: Dimension: 970x250

File type: GIF, JPG, 3rd party tags

File Size Max: Subsequent Max Polite File Size 100 KB.

Subsequent User Initiated File Load Size 2.2 MB.

(40 KB if image hosted by FT)

Animation Looping: Permitted. 3 loops maximum

Audio: Yes, on user click

Video: Video can auto play but if auto played, video must remain within the 300kb limit for polite download and must be muted as default. Video must include "play" and "stop" buttons

Allows 3rd Party Serving: Yes

Allows 3rd Party Tracking: Yes

Built by IVO. Creatives must be supplied 5 working days before launch

Miniscroller

Max Initial File Load: 150 KB. Host-initiated Subload for Interactive Ads 2.2 MB

Must be built externally

Outstream

VAST: Audio off on start, 15 seconds long maximum, optimal would be 6-8 seconds

- Any tracking built into this Tag
- Video will be clickable throughout- end card is suggested with branding

MP4: 592x333

Video Format: MP4 supported

Frame Dimesions: 592x333

Aspect Ratio: 16:9 or 4:3

File Size: 1.1 MB

Duration: 15 seconds maximum

Frame Rate: 30 FPS

Audio Codec: MP3 or MP4 required

Max peak volume of -15db

TRACKING: Click-thru URL Length: 450 characters, maximum

Third party impression tracking tag

First Quartile, Midpoint, Third Quartile, Completions- can supply separate tags for each if desired

Must be built externally

Vertical Video

Dimensions: 4:5 fixed aspect ratio responsive format (Built to 320x400 pixel dimensions)

File Type: Standard Display or Video. Must be hosted by 3rd party vendor (IVO and Celtra are our preferred vendors)

Max Initial File Load:150 KB. Host-initiated Subload for Interactive Ads 1.1 MB (Tag)

Animation: Maximum three loops of animation only.

Suggested video length is sub 5 seconds for optimum performance (15s maximum)

Audio: Yes, on user click

Creative Recommendations: Vertical Mobile average exposure time is 6 seconds. To ensure maximum influence potential, clear brand messaging must be visible throughout the entire creative animation

Must be built externally

Preferred Vendors :

CELTRA Cannot use VAST Tags. There is a Self serve platform that clients can use

IVO - Preferred vendor for VAST Tags. There is a Self serve platform that clients can use

Digital Ads

Native (content Ads) 624x114 (Desktop)

File Type: Gif, JPEG
File size max: 40kb
Animation Looping: NO
Allows 3rd Party Serving: Yes
Allows 3rd Party Tracking: Yes

If created by our design team:
Character count:
Headline: Max 40 Characters Including Spaces
Body: Max 150 Characters including spaces
Image: 800wx600h

Native (Content Ads) 300x300 (Mobile)

File Type: Gif, JPEG
File size max: 40kb
Animation Looping: NO
Allows 3rd Party Serving: Yes
Allows 3rd Party Tracking: Yes

If created by our design team:
Character count:
Headline: Max 40 Characters Including Spaces
Body: Max 150 Characters including spaces
Image: 800wx600h

Paid Posts

Article

Recommended length: around 700 words
Max. length: 1,000 words
Word document

Title: 60 characters
Article length: max. 1,000 words. Recommended around 700 words

Video

Recommended length: around 2min
Max. length: 3.30min
Video file

Title: 60 characters
200-300 words Introduction to video
List of topics discussed in the video

Images

Hero Images 1275 (w) x 400 (h) px
Filler image(s) (for in the article) - 1000px (min. width)
Image file (JPG or PNG)

Hero image: The lower half of the image will be overlaid by the headline
*No hero image on Pensions Expert

Logo

At least 200x200px with 300 dpi

Ad size

MPU - 300x250
Billboard - 970x250
GIF, JPG, or HTML5
Max: 50 KB

MPU - 300x250 - if this is not supplied other ads will run in the article