

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

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