

## Digital Ads

### Billboard

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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

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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

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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

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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

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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

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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**

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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**

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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**

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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**

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At least 200x200px with 300 dpi

### **Ad size**

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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