

PAGE SPECIFICATIONS

- Advertisements can be viewed in portrait or landscape mode. A separate image is required for each orientation.
- **LANDSCAPE:** 2048 (W) x 1382 (H) pixels @ 72ppi
- **PORTRAIT:** 1536 (W) x 1890 (H) pixels @ 72ppi
- Files must be JPGs with a **maximum file weight of 700Kb** per orientation
- All creatives must be submitted 6 working days prior to the insertion date to allow for testing.

For more information please visit: adhelpnews.com
e-mail: ci@news.co.uk
or telephone: 020 7782 7272

SAFE ZONES

Avoid placing any calls to action/hotspots in the top, left corner of your creative as this area is reserved for app navigation. We also recommend that no interaction is placed within 70 pixels of the edges of your advertisement.

SIZING

The page gutters, navigation bar and page headers will re-position and re-size depending on what device, OS and screen size the reader is using.

You only need to supply the sizes shown here and our software will float your ad in proportion.

INTERACTIVITY

The level of interactivity you can feature in your advertisement will depend on the package purchased.

Please confirm this with your sales contact before supplying your copy.

HOTSPOTS

All calls to action/hotspots should be a minimum of 70 pixels square. We strongly recommend that they be spaced at least 70 pixels apart to allow for a better user experience. We can currently accommodate a maximum of 4 hotspots on each orientation (including video).



SUPPLYING YOUR ADVERTISEMENT

All assets and the asset list must be uploaded via FTP to:

<https://ipadcontent.news.co.uk/EFTClient/Account/Login.htm>

Username: Agency1

Password: @agency12

COPY DEADLINES

The Times - Copy must be supplied correctly 3 working days before publication.

The Sunday Times - Copy must be supplied correctly by Monday 1pm - 4½ working days before publication.

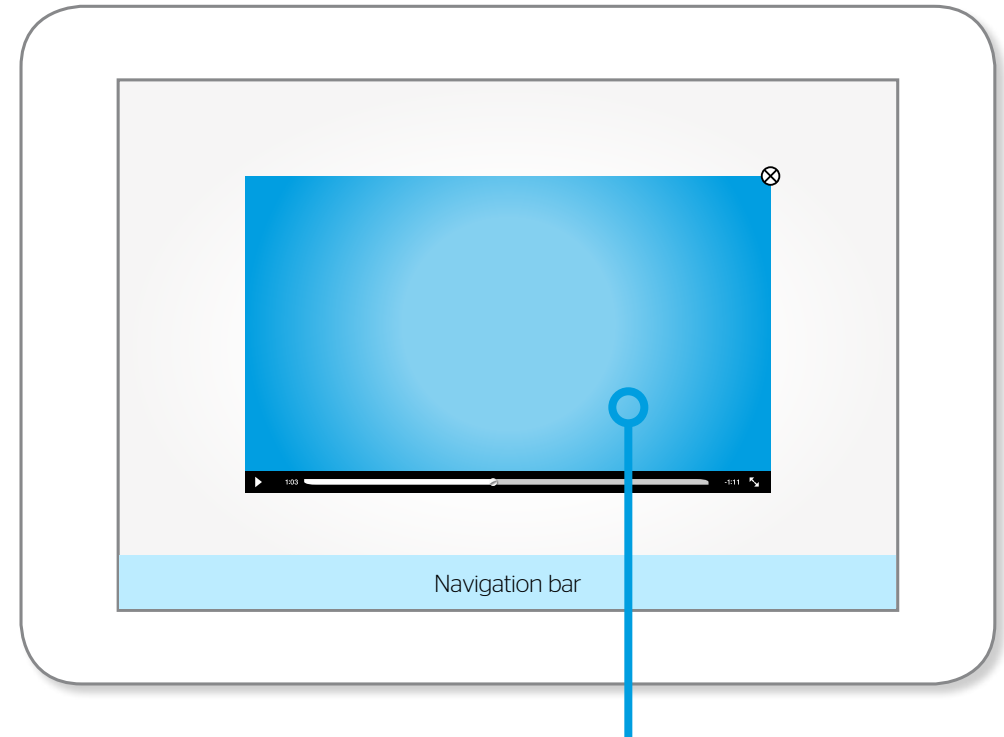
Adobe Flash® player

When supplying links to external websites please ensure that the site required does not use Adobe Flash® as this is not supported on the iPad.

VIDEO

Video is rendered on a layer above the advert (example right) and can be viewed full screen using the button in the control bar. You will need to create a play button graphic on your creative.

Our video streams video at 640 x 480/360 pixels (depending on the aspect ratio of the original), using Adaptive Bitrate technology to optimize the stream to the available bandwidth.



VIDEO SPECIFICATION

H.264 or mp4

Aspect ratio 16:9 or 4:3

We recommend a maximum run time of 30 seconds.



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