

## Static Dimensions & Assets Required



## Static Assets Required

1 x Landscape image - 1024x748px

1 x Portrait image - 768x1004px

1 x Clickthrough URL

Maximum file size for each image is 200kb

Jpg only

## Important Design Considerations

### Clickthroughs

Please ensure that the page associated with the destination url provided is optimised for tablet browsing.

### 3rd Party Ad Serving

The Telegraph app delivers natively hosted ads. 3rd party ad serving is not supported.

### Lead Times

Lead time for statics ads are 3 full working days of delivery of all assets. Failure to comply may result in time delays of final ad execution.

### Editorial

Any advert may not attempt to mimic TMG branded content (colours, articles, video etc). It should be clear that an advert is being displayed

### Rich Media - Ad File Structure and Coding (iPad Only)

The app uses Safari/WebKit to render the content and therefore only features supported by Safari/WebKit should be employed. The ads are rendered in UI webview within the app.

Ads are delivered as a complete collection of HTML, CSS, JavaScript and images zipped in a file.

The zip file structure must be set so that it unzips into the location of where the zip file is located, additional files can be located within this root directory OR sub-directories off of this root.

Typical File Structure: FILE.zip

```
/index.html
/someimage.gif
  /javascriptfile.js
  /js/anotheralternativefile.js
/cssfilecan behere.css
  /css/and_or_here.css/images/anotherimage1.gif
/images/anotherimage2.gif
/images/anotherimage1.jpg
/richmedia/videofile.mp4
```

**Click tracking** - All <a href> links are pre-appended with a DoubleClick click macro via jQuery. attr('href') method. Please contact us if you foresee this causing an issue.

- There must be an 'index' file named index.html file in the root directory of the zip file. This is the file that the app will show automatically when the ad is rendered.
- Only ONE index.html file allowed, although multiple HTML files can be utilised within the ad if required.
- File size to not exceed 2mb when zipped. This includes all rich media assets such as video and sound external 'clicks' are, of course, permissible and can be redirected through counting/monitoring systems.

## Video and HTML Features Not Supported

The following HTML5 specific elements/features are NOT allowed

1. No use of Web-SQL Server database
2. No use of Web-Storage
3. No use to IndexedDB
4. No use of WebSockets
5. No use of WebWorkers
6. No FileSystem API access
7. No Geolocation API

## Device Orientation

The ad must be designed and built to render in both orientations. The iPad honors CSS media query declarations based on orientation. We recommend using media queries to determine orientations mode.

## Rich Media - File Weight

Max 400kb Initial Load (The content/resources that load as soon as the tag is written to the page)

Subsequent Load (Content/resources that load, typically via interaction, after all other content has loaded): Ideal: 2.2mb, but no upper limit - Be mindful however that the higher this is, the less chance a user will be able to fully consume the content they are attempting to initiate via a click or tap.

Sound must be user initiated. Please set audio to mute if a video is auto play. Do not set volume to 0.

## Rich Media - Design and Editorial Considerations

- The advertiser logo or branding must be visible on any page in the ad
- Content that requires a browser plugin is not allowed eg Flash, Silverlight, Java etc.
- The advertisement landing page (destination of the ad click through) must not utilise any of the browser plugins above
- iPad does not support Flash. As a result, no landing page can be a solely flash reliant site.
- All 3rd party tracking must be implemented within the HTML by the designer.
- Adverts must not mimic TMG branding (colours, articles, videos, etc. it should be clear that an advert is being displayed
- Lead time for rich media adverts is 5 working days. Failure to comply may result in time delays of the final ad execution.
- **Static back up images must be supplied with all rich media creative**