

TimeOut



Ad Spec Guide

2015

Desktop.

Standard Formats

ABOVE THE FOLD

Pushdown:	970x90 → 970x415
Mega Banner:	900x250 or 970x250
Leaderboard:	728x90
MPU1:	300x250
HPU1:	300x600

BELOW THE FOLD

MPU2:	300x250
HPU2:	300x600



NB. All ads must have a defined edge such as a background colour or key line. Creative with white backgrounds should have a clearly visible border, either solid colour or 1 pixel line.

Desktop.

Expandable Display Formats

EXPANDABLE FORMATS

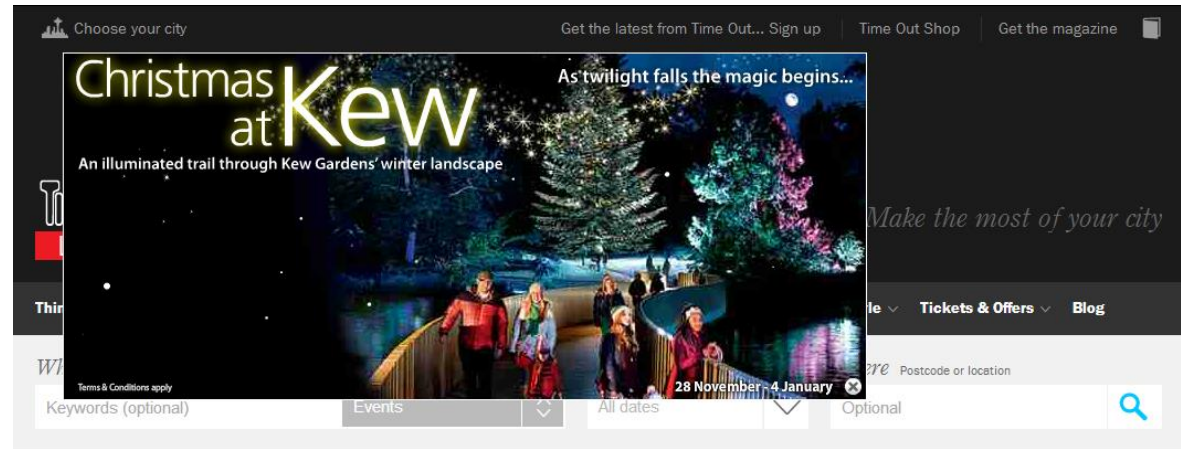
Dimensions:

728x90 → 728x415 maximum

300x250 → 510x250 maximum (must expand to the left)

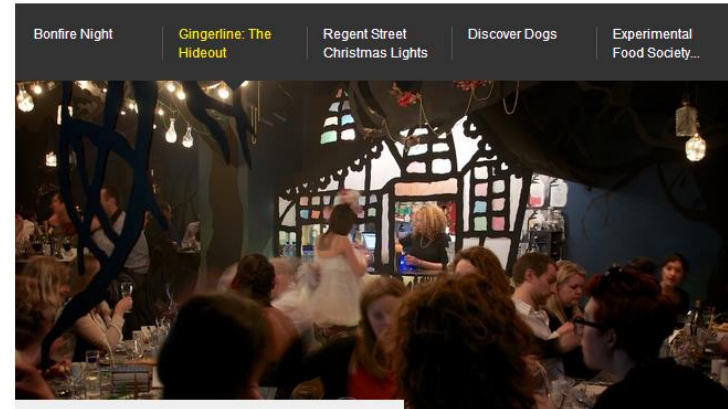
Expandable formats beyond these dimensions upon request

- All expansion must be user initiated
- Panels must have a visible close button (X CLOSE)
- 100% of the time located within the expandable panel.
- Audio/video may only be within the expanded panel and may play automatically. Stop/Mute and Start buttons are required.



Events

Your complete up-to-date guide to events in London



Great offers from Time Out



The action that causes the panel to expand MUST also cause the panel to retract. Mouse over/mouse off: When a user passes a mouse over the creative, the panel expands; the panel retracts when the mouse is removed. Click open/click close: The creative can be set to expand with user click; the panel retracts when the user clicks a clearly marked close button.

Tablet.

Standard Display Formats

Portrait

Above the Fold

Leaderboard 728x90

Below the Fold

MPU1:: 300x250

MPU2: 300x250

Landscape

Above the Fold

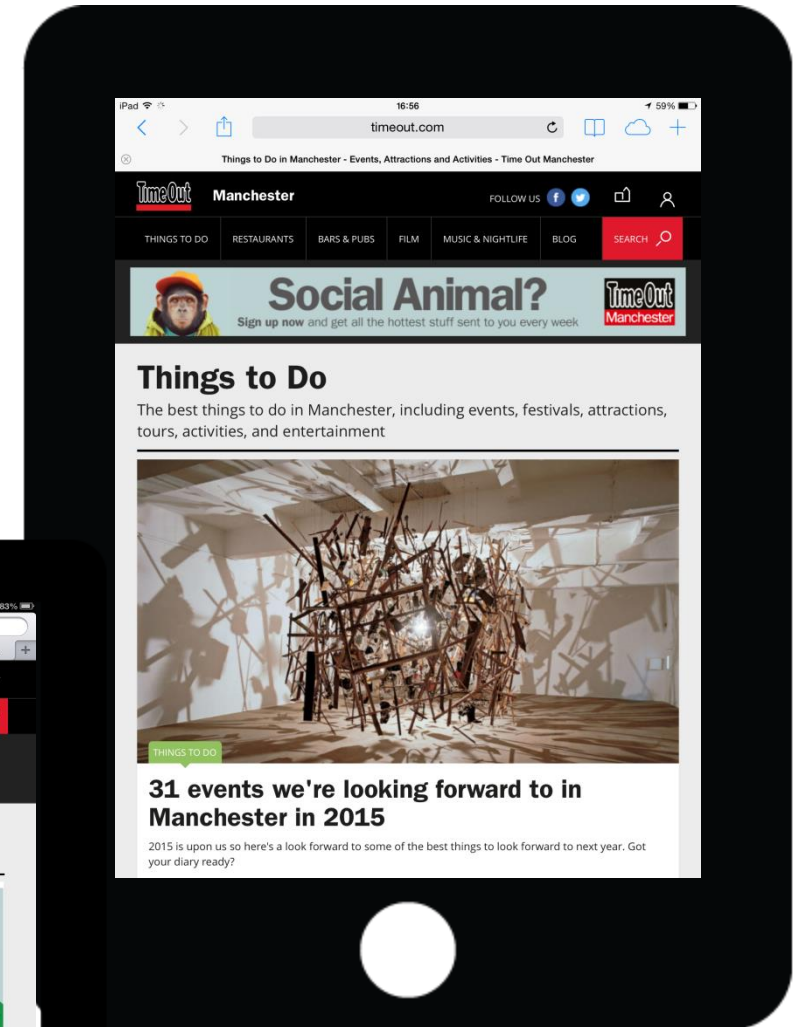
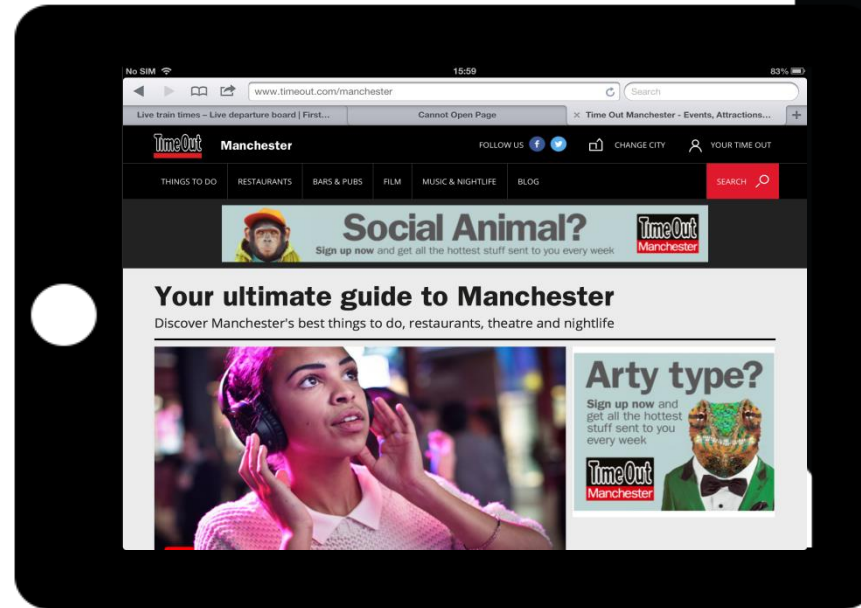
Megabanner 970x250

Leaderboard 728x90

Below the Fold

HPU 300x600

MPU 300x250



Mobile.

Standard Display Formats

Portrait

Above the Fold
Mobile Banner 320x50

Below the Fold
MPU1 300x250

Landscape

Above the Fold
Mobile Banner 320x50

Below the Fold
MPU1 300x250



Ad Spec.

Guidelines

Recommend supplying **HTML5** Ad Vendor Tags.
Our ad server DFP does not accept HTML5 raw files.

NB. Flash Ads do not serve on Apple products and a back up GIF will be displayed as default. Note that also Google Chrome blocks auto playing Flash Ads and therefore we recommend HTML5

- Image types: GIF, JPEG, Flash 10.1 or lower
- If providing rich creative via a 3rd party tag, please apply a polite loader to max 40kb.
- Rich media creative require a gif backup for users who do not have the Macromedia Flash plug-in.
- ClickTag for Flash creative:
on (release) {
getURL (_level0.clickTag, "_blank");
}

The screenshot shows the Time Out San Francisco website. At the top is a navigation bar with the Time Out logo, 'San Francisco', and social media links. Below the navigation bar is a banner for 'Agent Provocateur' with a 'SHOP NOW' button. The main content area features a large article titled '31 reasons San Francisco kicks LA's ass' with a sub-headline 'In the debate over which West Coast city is the best, there's simply no contest'. To the right of the article is a Zulily advertisement for 'up to 70% OFF COATS' and a 'WESAY YOUSAY' advertisement. Below the main article are four smaller articles: 'The 49 best things to do in San Francisco', 'The best San Francisco restaurants', 'The best shopping in San Francisco', and 'The best coffee shops and cafés in San Francisco'.

Ad Spec.

Guidelines

HTML5: We do not accept creative that have these functionality built in.

1. Web-SQL Server database
2. Geolocation API
3. WebWorkers
4. WebSockets
5. NIndexDB
6. FileSystem API access
7. Web-Storage

SOUND:

Sound must be user initiated:
NB.

If the sound is initiated by click there should also be a visible mute button.

If the sound is initiated by mouse roll over, it should also stop on mouse off.

The screenshot shows the Time Out Las Vegas website. At the top, there is a navigation bar with the Time Out logo, 'Las Vegas', and social media links. Below this is a menu with categories: THINGS TO DO, RESTAURANTS, BARS, MOVIES, MUSIC & NIGHTLIFE, SHOPPING, HOTELS & CASINOS, and CITY GUIDE. A search bar is located on the right. A prominent banner for 'LAS VEGAS BUFFET COUPON' is displayed, with the text 'The Best Buffets, The Best Coupons. Don't Overspend, Just Select & Save'. Below the banner is the main heading 'Your ultimate guide to Las Vegas' with a sub-heading 'Restaurants and bars, casinos and resorts, clubs, music, movies and more...'. The main content area is divided into several sections: a large image of a casino building, a collage of images including a slot machine and a sign for 'Joan Collins 24 HR WEDDING', and a vertical advertisement for 'trendy tops' from zulily with a 'SHOP >' button. Below these are four article tiles: '20 essential things to do in Las Vegas', 'The 20 best Las Vegas restaurants', 'The best bars and lounges in Las Vegas', 'The best Las Vegas casinos', and 'The Las Vegas shopping guide'. Each tile includes a small image, a title, and a brief description.

Ad Spec.

Rich Media | Overlays | Floating Ads

- Dimensions: 300x300 maximum
- Animation: 10 seconds maximum floating animation then auto closes.
- Sound must be user initiated
- A clearly defined close button must be visible at all times: clicking on the button should close the ad immediately.
- Overlays/Floating ads can be linked to an in-page ad format.
- All overlays/floating ads will be frequency capped at once per user per day.

Note: Overlays/Floating ads may be viewable by only certain browsers and operating systems. We will not show the ad for any browsers or operating systems when the technology could cause system instability or crashes.

The screenshot displays the TimeOut Miami website interface. At the top, the 'TimeOut Miami' logo is on the left, and navigation links for 'FOLLOW US' (with Facebook and Twitter icons), 'CHANGE CITY', and 'YOUR TIME OUT' are on the right. Below the header is a dark navigation bar with categories: 'THINGS TO DO', 'RESTAURANTS', 'BARS', 'MOVIES', 'MUSIC & NIGHTLIFE', 'SHOPPING', 'CITY GUIDE', 'NEIGHBORHOODS', and 'HOTELS'. A search bar is located on the far right of this bar. The main content area features a large video overlay advertisement. The video shows a group of performers in red outfits performing a balancing act on a stage. Text at the bottom of the video reads 'CIRQUE ZIVA' and 'THE NEW VICTORY THEATER'. A yellow checkmark icon is visible in the bottom right corner of the video player. The video player includes a progress bar and a close button (an 'X' in a circle) in the top right corner. In the background, a 'City Guide' article is partially visible, and a 'DATING IN 2015 TAKE OUR SURVEY!' banner is at the bottom right.

Ad Spec.

General

THIRD PARTY SERVING

We use DART for Publishers to serve and manage our advertising. By default all DFA clients should supply Internal Redirect tags to minimize reporting discrepancies.

SUBMISSION GUIDELINES

All creative elements are due no less than 3-5 working days (depending on the complexity of the format) before their launch date as all rich media formats need to be tested and subsequent amends may need to be made.

The screenshot shows the Time Out Miami website. At the top is a navigation bar with the Time Out logo, the word "Miami", and social media icons for Facebook, Twitter, and Instagram. There are also links for "FOLLOW US", "CHANGE CITY", and "YOUR TIME OUT". Below the navigation bar is a menu with categories: THINGS TO DO, RESTAURANTS, BARS, MOVIES, MUSIC & NIGHTLIFE, SHOPPING, CITY GUIDE, NEIGHBORHOODS, and HOTELS. A search bar is located on the right side of the menu.

A prominent red banner at the top of the main content area advertises a flight deal: "LONDON-GATWICK MARRAKECH FROM 218 GBP*". It includes a "RESERVE NOW" button and the text "Our best offers on www.royalairmaroc.com".

The main content area features a large article titled "Your ultimate guide to Miami" with the subtitle "Restaurants and bars, museums and galleries, clubs, music, movies and more...". Below this article is a grid of content cards:

- THINGS TO DO:** A large image of a park with palm trees and a modern building. Below it is the title "20 essential things to do in Miami" and a subtitle: "From the Overseas Highway to Fort Lauderdale and everything in between, experience the best Miami has to offer".
- RESTAURANTS:** A card titled "The 30 best Miami restaurants" with a subtitle: "Feast on the finest food in Florida with our ultimate Miami restaurant guide".
- ATTRACTIONS:** A card titled "The best beaches in Miami" with a subtitle: "Life's a beach with our insider's guide to South Florida's most buzzing, beautiful and/or remote shores".
- SHOPPING AND STYLE:** A card titled "The 25 best Miami stores and boutiques" with a subtitle: "Suffering from designer chain-store overload? Need some retail therapy? Meet Miami's best boutiques, malls".
- NIGHTLIFE:** A card titled "The best clubs in Miami" with a subtitle: "Miami nightlife is a hedonist's paradise of glitz, glamor, ultralounges and megaclubs (with a few options for the".

Two smaller promotional banners are also visible on the right side of the page:

- A McDonald's "HAPPY" banner with the text "FIND YOUR NEAREST McDONALD'S FAMILY EVENT".
- A "WE SAY YOU SAY" banner with the text "Share your thoughts and rate your experiences" and "Keep up, join in, Time Out".

Desktop Reskins.

Spec

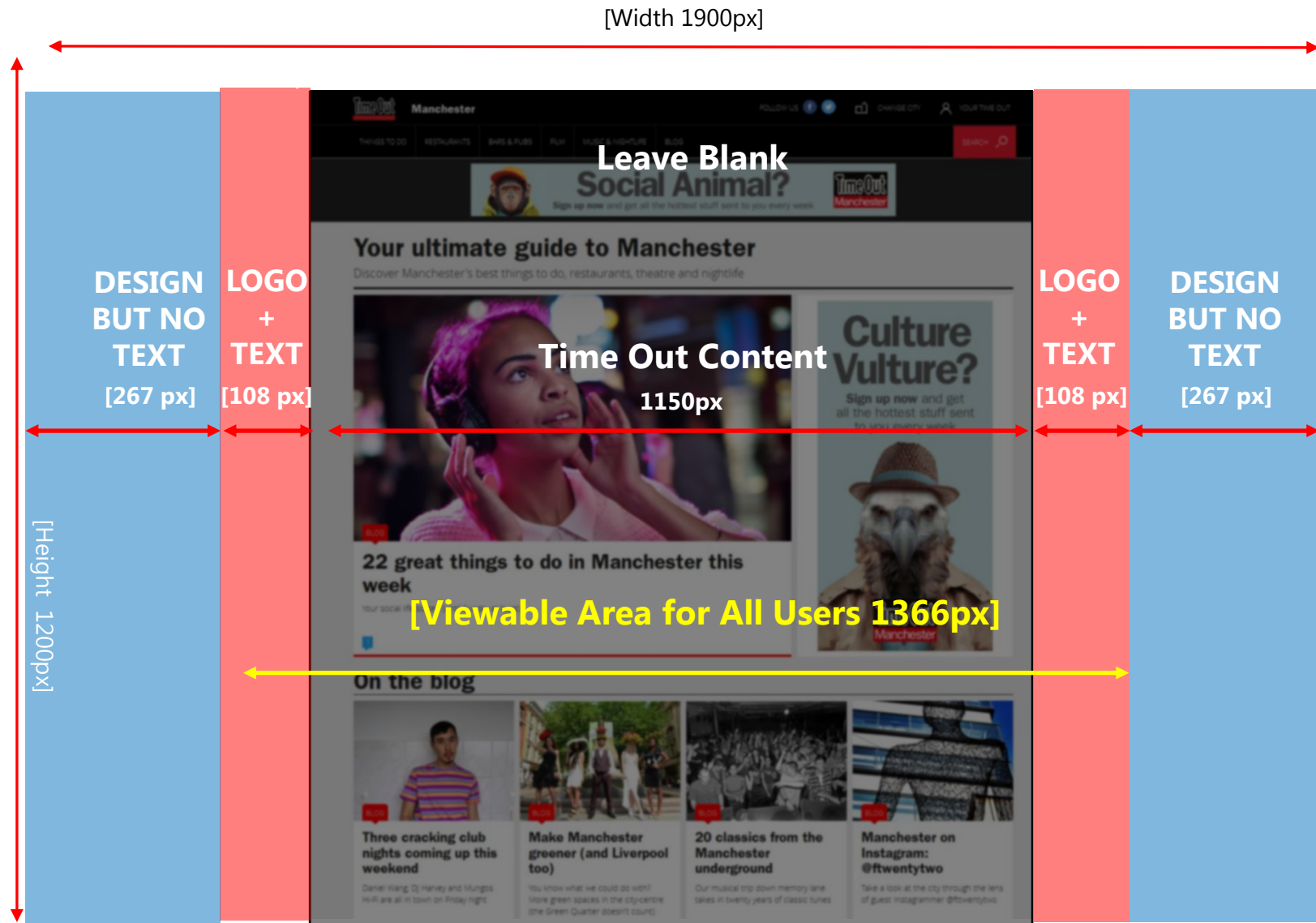
Time Out page width: 1150px, design to standard screen display 1366px with bleed to up to 1900px width

External provision of fireplace reskin: These must comply with our specifications and be supplied at least 5 days before the start of the campaign. Please note that all designs are subject to Time Out approval and alterations may need to be made to fit with Time Out requirements.

SKIN [NO HEADER]

Dimensions: Width 1366x (max width 1900) x min height 1200px.

Centre page area: 1150px



Any important text/logo should be kept within 650 pixels height to ensure it can be viewed by users with smaller screens.

Mobile Reskins.

Spec

Time Out page width:

Viewable area on all devices 320px,
(Recommend keeping all text to 300px)

Keep all key messaging within viewable area and bleed design up to 730px

Time Out page height:

Viewable area on all devices 250px,

Keep all key messaging within viewable area and bleed design to 1024 px.

Separate creative – A clickable call to action 730x71
(all text within central area 320x71 – the red button)

These must comply with our specifications and be supplied at least 5 days before the start of the campaign. Please note that all designs are subject to Time Out approval and alterations may need to be made to fit with Time Out requirements.



Reskins.

Guidelines

- 3rd party 1x1 pixel and click tracker should be supplied for external tracking.
- Pixel and click trackers should be supplied at least 3 days before the start of the campaign.
- If no 3rd party tracking elements are supplied, Time Out will count clicks and impressions internally.
- Max file size 250kb for the desktop skin and 150kb for the mobile underlay (+ 40kb for the scrolling bar)

