

AD SPECS: STANDARD ADS

REQUIREMENTS

- All ad units should have a 1px black border
- All units should have SSL Compliant Creative and Tracking
- All units should have a maximum CPU Usage of 30%
- All audio should be muted and user initiated
- The maximum number of Initial Load file requests allowed is 10.

VIDEO REQUIREMENTS

Video Codec: H.264
(main profile/level 4.1 suggested but not required)

Video Bitrate: >5 mbps

Audio Codec: AAC

Audio Sample Rate: 44.100/48.000 kHz

Audio Bitrate: >128 kbps

Tag Types Accepted: VAST or VPAID
*skipoffset must be added to the XML response

BRAND ASSETS NEEDED

Brand Logo: .ai or .eps file with all fonts outlined

Brand Guidelines

Brand Fonts

3RD PARTY TAG AD SIZES

	AD UNIT SIZE (PX)	INITIAL LOAD (KB)	SUBLOAD (KB)
DESKTOP	970x250	250	500
	728x90	100	200
	300x600	200	400
	300x250	150	300
MOBILE/TABLET	300x250	50	100
	320x50	50	100
	728x90	100	200

STANDARD AD FORMATTING

Formats: GIF, JPG, PNG, HTML5

Expansion: No expansions

Max Animations: 15 seconds

Video Format: MOV, MP4-h.254

Video Frame Rate: 24

Host Initiated Auto Play
Video File Size: 2MB
Video Length: 15 seconds

User Initiated Play
Video File Size: Unlimited
Video Length: Unlimited

STATIC AD SIZES

	STATIC IMAGE SIZE (PX)	AD SLOT SIZE	FILE SIZE (KB)
DESKTOP	1940x500	970x250	250
	1456x180	728x90	100
	600x1200	300x600	200
	600x500	300x250	150
MOBILE/TABLET	600x500	300x250	50
	640x100	320x50	50
	1456x180	728x90	100

Why do we need larger static ad sizes?

These sizes are 2X that of standard ad sizes. They are used for screens with a high pixel density like Apple's retina displays. Using higher resolution images in standard ad slots will result in a sharper, better looking images on the page.



600x500



300x250

AD SPECS: CUSTOM UNITS

AMPHITHEATER

A responsive unit that features an automatic pull-down video player, which expands to encompass the entire browser window.

Video Formats: mov, mp4

Resolution: 720p or higher

Aspect Ratio: 16:9, 2.39:1 (preferred)

Maximum File size: 200mb

Length: 15 sec

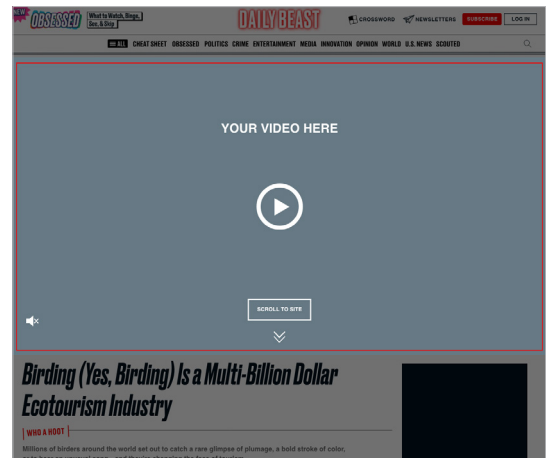
Video Frame Rate: 24

Final frame Image: 2400x1334px

Frequency Cap: 1/Week

Additional Video Asset Guidelines:

No watermarks, logo, fine print.



MARQUEE

An impactful 1400x500 unit can feature static and/or video assets.

Video Formats: mov, mp4

Resolution: 720p or higher

Aspect Ratio: 16:9

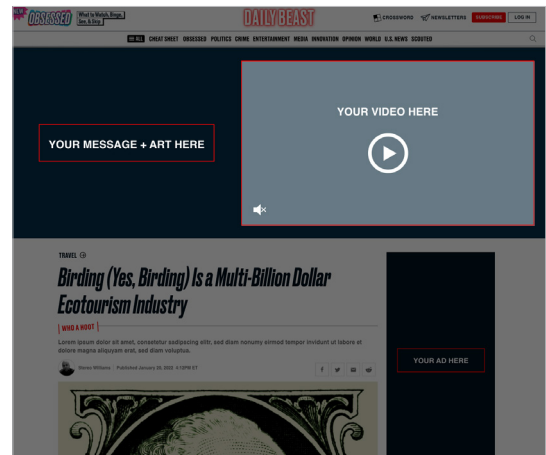
Maximum File Size: 200mb

Length: 15 sec

Video Frame Rate: 24

Total Unit Size: 2,800x1,000px

Frequency Cap: 1/Week



RESPONSIVE VIDEO TILE

A responsive, full-bleed unit that dynamically resizes to adapt to users' browser width.

Video Formats: mov, mp4

Resolution: 720p or higher

Aspect Ratio: 16:9

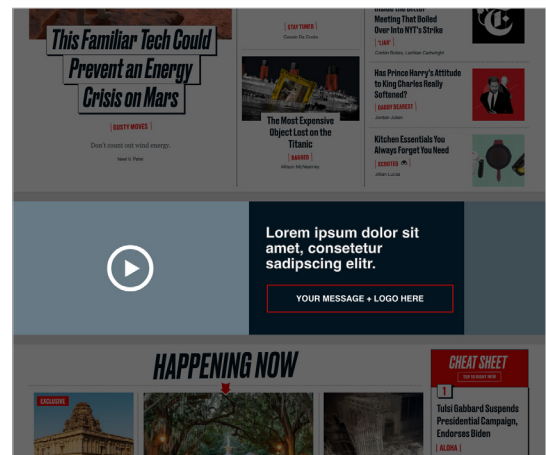
Maximum File Size: 200mb

Length: 15-30 sec

Video Frame Rate: 24

Static Image: 1066x640 (retina)

Total Unit Size: Responsive (Max width-1600px)



AD SPECS: CUSTOM UNITS

REEL VIEW

Unit that serves video in-read as readers consume content across the Daily Beast.

Video Formats: mov, flv, mpeg4, avi, etc.

Resolution: 720p or higher

Aspect ratio: 16:9

Maximum File Size: 200mb

Length: Desktop 30 sec / Mobile 15 sec.
(15 sec recommended)

Video Frame Rate: 24

OR

VAST, VPAID - Maximum creative size hosted by agency: 5MB

STATIC REEL VIEW

Dimensions: 960x540

Ratio: 16:9

File Size: 250Kb

PRE-ROLL

Unit that serves video assets between top-performing stories.

Video Formats: MP4, WebM

Aspect ratio: 16:9

Length: 3-10 (Bumper), 15, 30

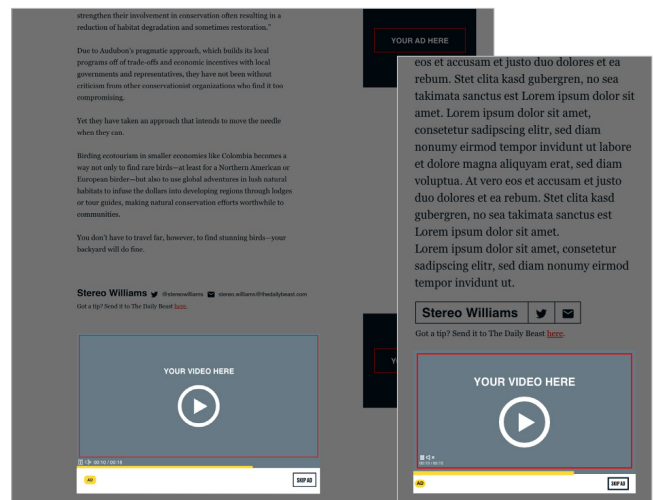
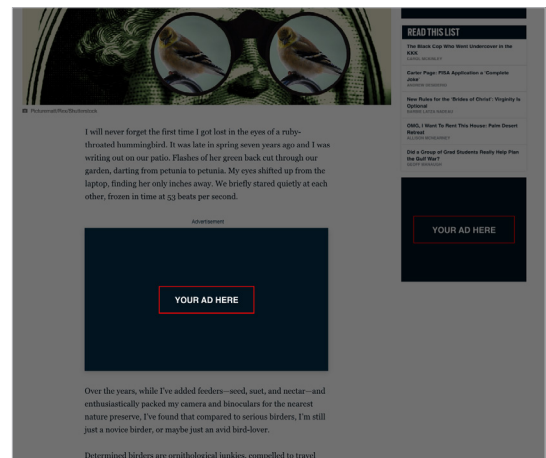
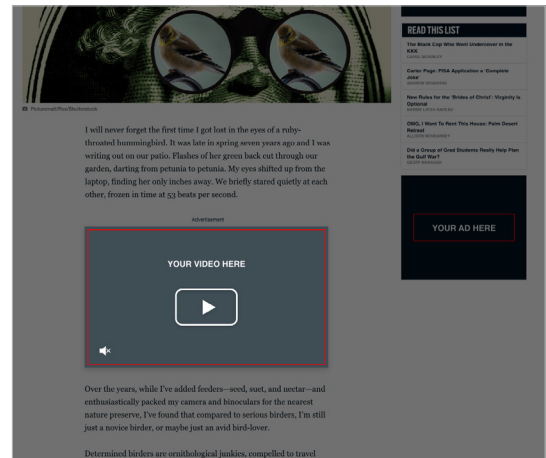
Video Frame Rate: 15-24 FPS

Size: 5MB

Audio: 124kbps / 44khz

Bit Rate: 700-1500 kbps

Tag Type: Vpaid, VAST



AD SPECS: CUSTOM UNITS

HOMEPAGE SKIN

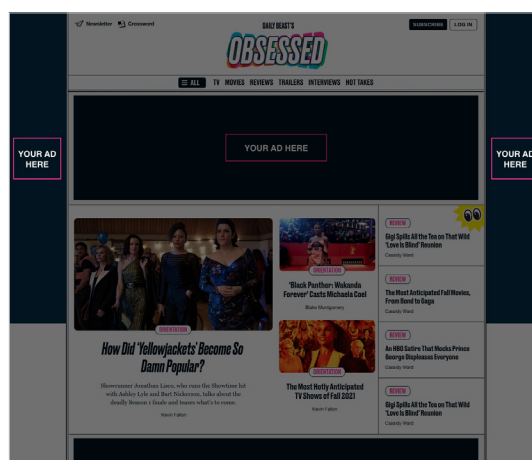
This ad unit envelops the Daily Beast's Obsessed homepage and follows readers as they scroll down the page.

File Type: PNG/JPG/PSD

Static Image: 2000x600px with all key art and messaging contained in the 1500x300px safe zone

Maximum File Size: 200mb

Frequency Cap: 1/Week



CUSTOM OVERLAY

Transform the Daily Beast's Obsessed homepage with an immersive, custom ad experience.

Video Formats: Apple Pro-Res 4444 w/ alpha channel

Video Formats: Apple Pro-Res 4444 w/ alpha channel

Length: 8-10 sec.

Size: 1200x600

Frequency Cap: 1/Week



AD SPECS: CUSTOM UNITS

VIDEO OVERLAY

Wow with our largest video unit on the Daily Beast's Obsessed homepage.

Video Formats: .mov, .mp4

Resolution: 1080p or higher

Aspect Ratio: 16:9

Length: 8-15 sec (Do not exceed this)

Video Frame Rate: 24

Frequency Cap: 1/Week

Additional design notes: the layered PSD files note there is an area that can be imagery or a light box.

MARQUEE

Video Formats: .mov, .mp4

Resolution: 720p or higher

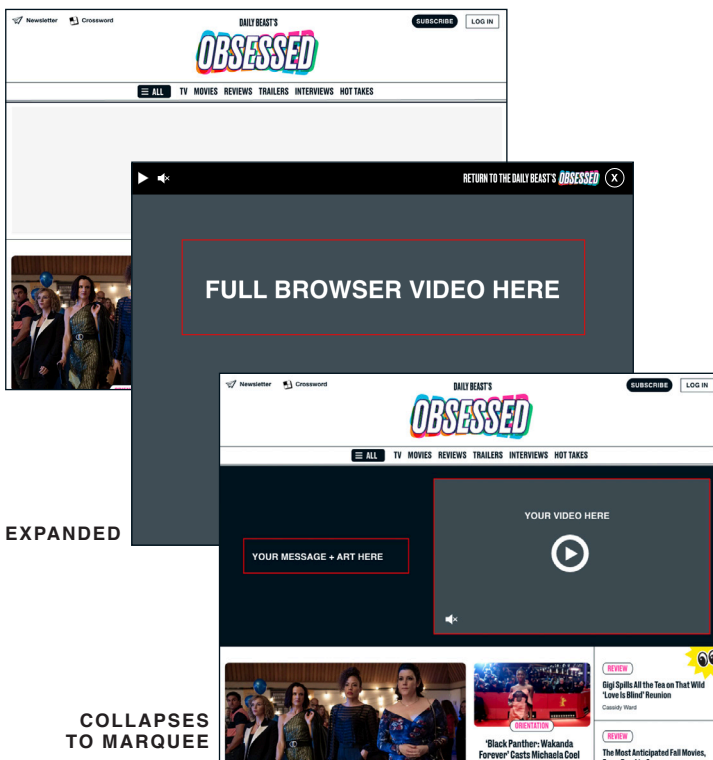
Aspect Ratio: 16:9

Maximum File Size: 200mb

Length: 15 sec

Video Frame Rate: 24

Total Unit Size: 1200x428



AD SPECS: MOBILE UNITS

APPLE NEWS

Ads on Apple News are a high conversion platform for Daily Beast commerce readers and can run across iPhone, iPod touch, iPad, and macOS devices.

File Type: PNG/JPG/GIF

Static Image: 900x750px

Maximum File Size: 200mb



THE GRANDSTAND

This video unit hosts made-for social 9x16 vertical video in a responsive, full-width frame.

Initial Load: 150kb for static assets

Polite Load: 2mb

Autoplay Video Duration: 15 sec

Click-to-Play Video Duration: 30 sec

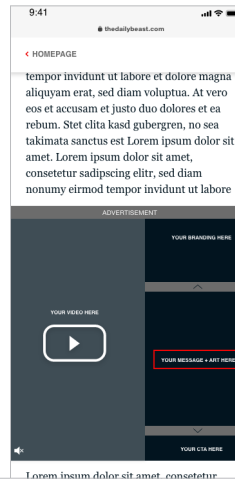
Video: 422x750px

Static Image: 328x196px (top right)

Static Image: 328x416px (middle right)

Static Image: 328x78px (bottom right)

Total Unit Size: 750x750px



THE INTERLUDE

A full-width video that reveals video assets as consumers scroll through articles.

Initial Load: 150kb for static assets

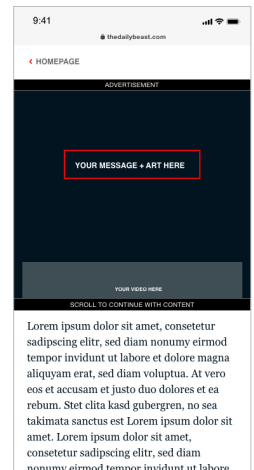
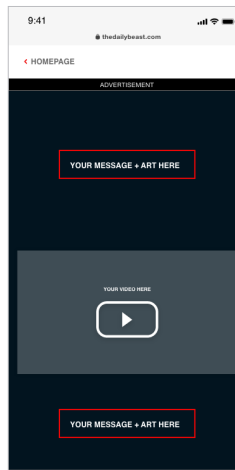
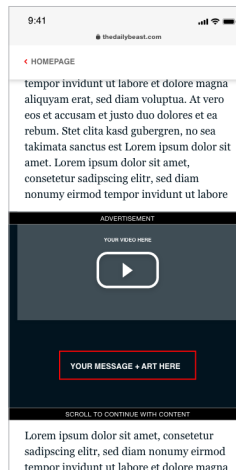
Polite Load: 2mb

Autoplay Video Duration: 15 sec

Click-to-Play Video Duration: 30 sec

Video: 360x202px

Static Image: 400x715x (background)



AD SPECS: MOBILE UNITS

MOBILE ADHESION

The ADHESION / VIDEO is a 2-state footer: with 1) an EXPANDED state which auto plays a 6 second preview video in a player sitting above a branded banner - if the user UNMUTES, the video restarts with sound on and plays full video. If the user doesn't UNMUTE the unit transitions to 2) a COLLAPSED state with a smaller player sitting inside a taller footer bar.

Video Formats: mov, mp4

Resolution: 720p or higher

Aspect ratio: 16:9

Initial Load: 150kb for static assets

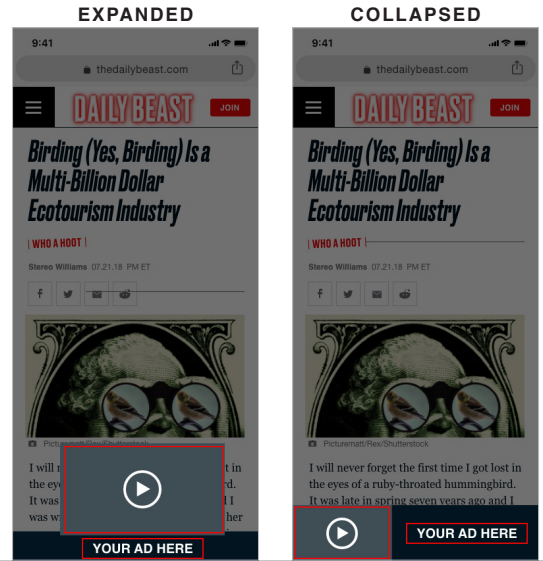
Polite Load: 2mb

Autoplay Video Duration: 6 sec

Click-to-Play Video Duration: 15 sec

Static Image: 420x45px (expanded) 420x85px (collapsed)

Frequency Cap: 1/Day



AD SPECS: NEWSLETTERS

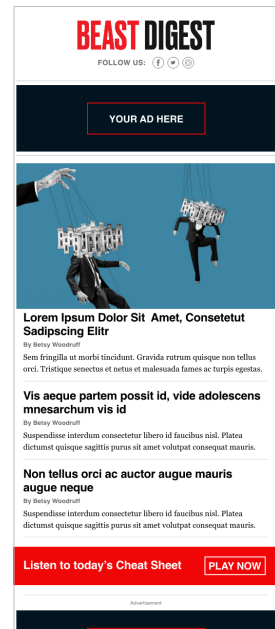
EMAIL - NEWSLETTER AD SIZES

	AD UNIT SIZE (PX)	STATIC FILE SIZE (KB)	ANIMATED GIF FILE SIZE (KB)
DESKTOP	970x250	200	250
	300x250	40	200
MOBILE/TABLET	970x550	200	250
	300x250	40	200

File Type: PNG/JPG/GIF*

Animation Length: 15 max; 5 fps

*Complete creative rendering must be in first frame of animation

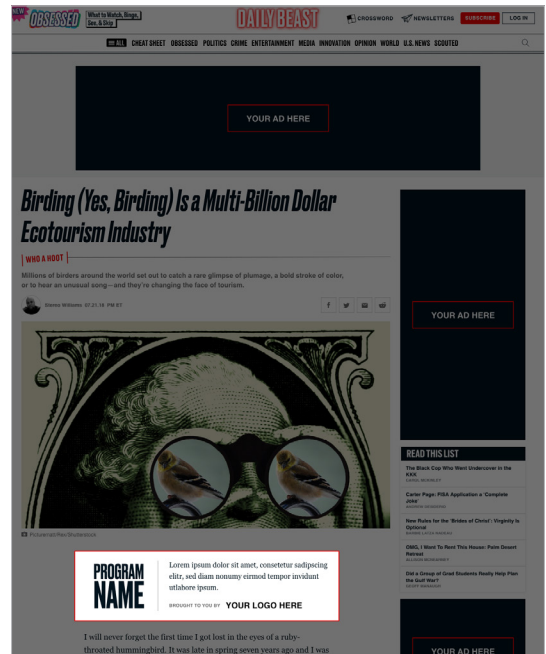


AD SPECS: SPONSORED UNITS

SPONSORED ARTICLE SERIES

Editorial series with 100% SOV media and logo placement on each article alongside a specially designed sponsored series tag.

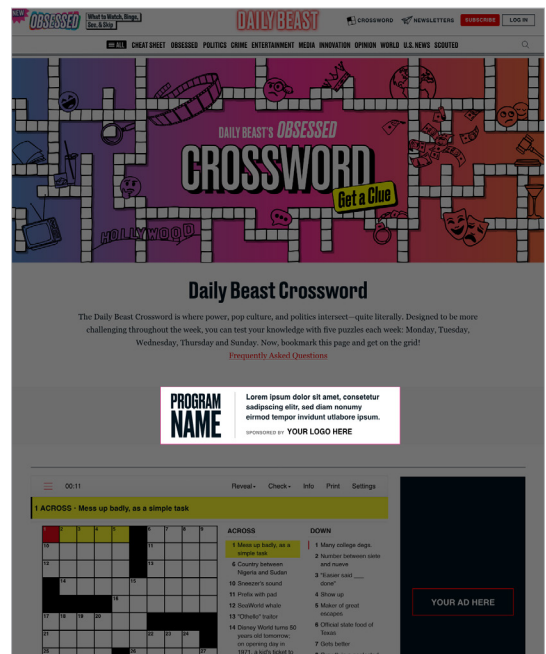
Sponsored Series Unit Sizes: 1025x125px, 585x125px, 300x215px



SPONSORED CROSSWORD

100% SOV surrounding media and logo placement within specially designed sponsored tag on crosswords landing page, plus integration into 1-3 clues on a select puzzle.

Sponsored Series Unit Sizes: 1025x125px, 585x125px, 200x260px



AD SPECS: BRANDED UNITS

BRANDED ARTICLE

Bespoke article with 100% SOV surrounding media, including video units, and brand logo with paid disclosure language.

Logo Size: 90x90px, 180x90px, or 270x90px

