

ADVERTISING OPPORTUNITIES SIZES AND COSTS

Each type of digital product will have multiple versions of artwork tailored for different screen sizes. This is so the customer gets the best response possible from their advert no matter what device it is viewed on.

WEB SKIN

£299 for 20,000 impressions.

Served across News, Home, Leisure, Sport.

ARTWORK SIZES

Desktop & tablet

Artwork split into 3 sections; top panel, left and right panels.

Top panel: 1920px (W) x 140px (H)

(Main content should be placed within the safe area of 1127px wide)

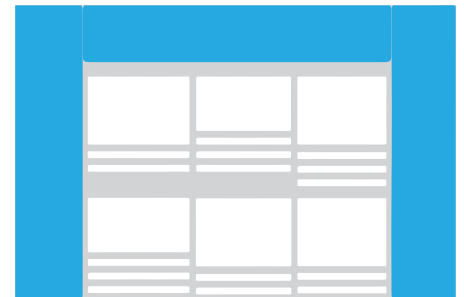
Left panel: 389px (W) x 650px (H)

Right panel: 389px (W) x 650px (H)

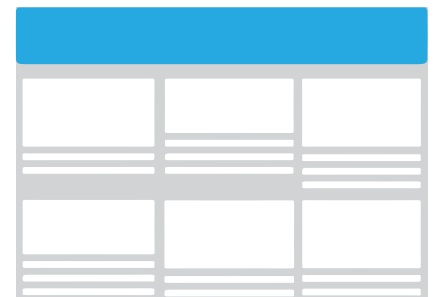
(For both side panels content should be placed within the safe area of 260px wide from the edge)

Mobile

320px (W) x 50px (H)



SKIN ON DESKTOP



SKIN ON TABLET



SKIN ON MOBILE

HOW WILL IT LOOK ON DIFFERENT SCREENS?

DESKTOP

Skin surrounds the main website; artwork panels on both sides of the site with a full width banner across the top of the page.

TABLET

The sides panels are removed leaving a full width banner across the top.

MOBILE

A "sticky" banner that will stick to the bottom of the mobile screen.

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HPTO SKIN

£399 for one week tenancy.

Served on home page only.

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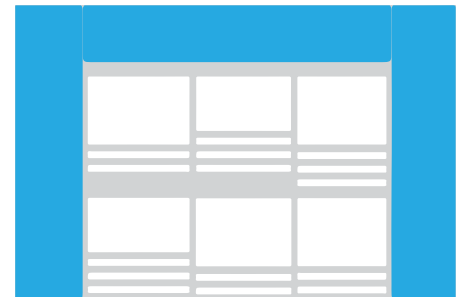
Left panel: 389px (W) x 650px (H)

Right panel: 389px (W) x 650px (H)

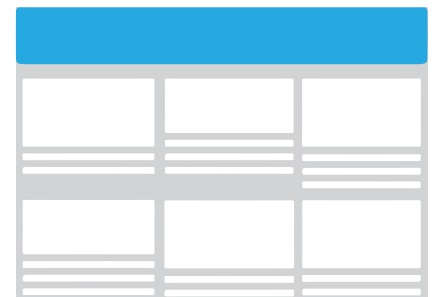
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BILLBOARD

£99 for 20,000 impressions.

ARTWORK SIZES

Desktop

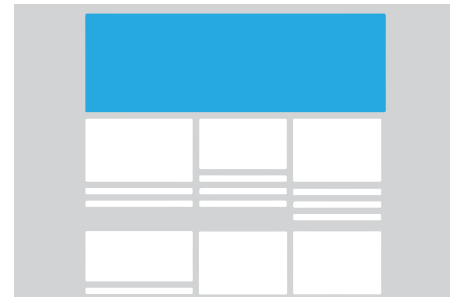
970px (W) x 250px (H)

Tablet

740px (W) x 250px (H)

Mobile

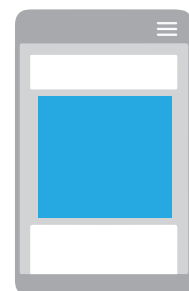
300px (W) x 250px (H)



**BILBOARD
ON DESKTOP**



**BILLBOARD
ON TABLET**



**BILLBOARD
ON MOBILE**

HOW WILL IT LOOK ON DIFFERENT SCREENS?

DESKTOP

Advert appears as wide as the site content; either across the top of the page or breaking up the page content in a stand out block.

TABLET

A scaled down version appears on tablet.

MOBILE

Billboard scales down to an MPU size on mobile.

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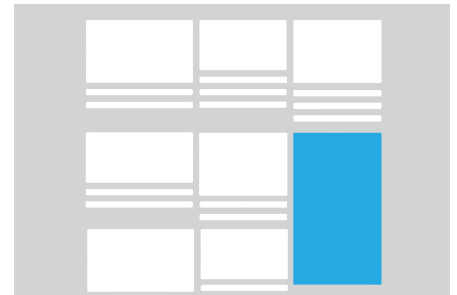
HALF PAGE

£99 for 20,000 impressions.

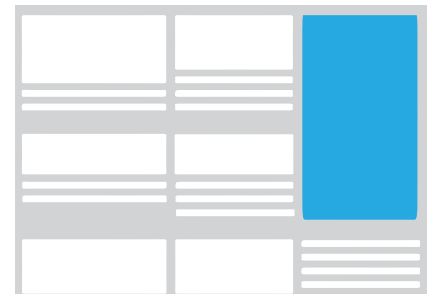
ARTWORK SIZES

Desktop, tablet & mobile

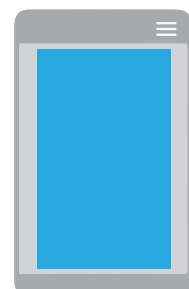
300px (W) x 600px (H)



**HALF PAGE
ON DESKTOP**



**HALF PAGE
ON TABLET**



**HALF PAGE
ON MOBILE**

HOW WILL IT LOOK ON DIFFERENT SCREENS?

DESKTOP

Effectively a double MPU; appearing alongside story content or within a story itself.

TABLET

Half page advert sizes work well on most screens so they are not scaled down.

MOBILE

Half page adverts take up most of the screen on a mobile.