

INQUIRER.NET

AD GUIDE

STANDARD DISPLAY ADS

DESKTOP

LEADERBOARD

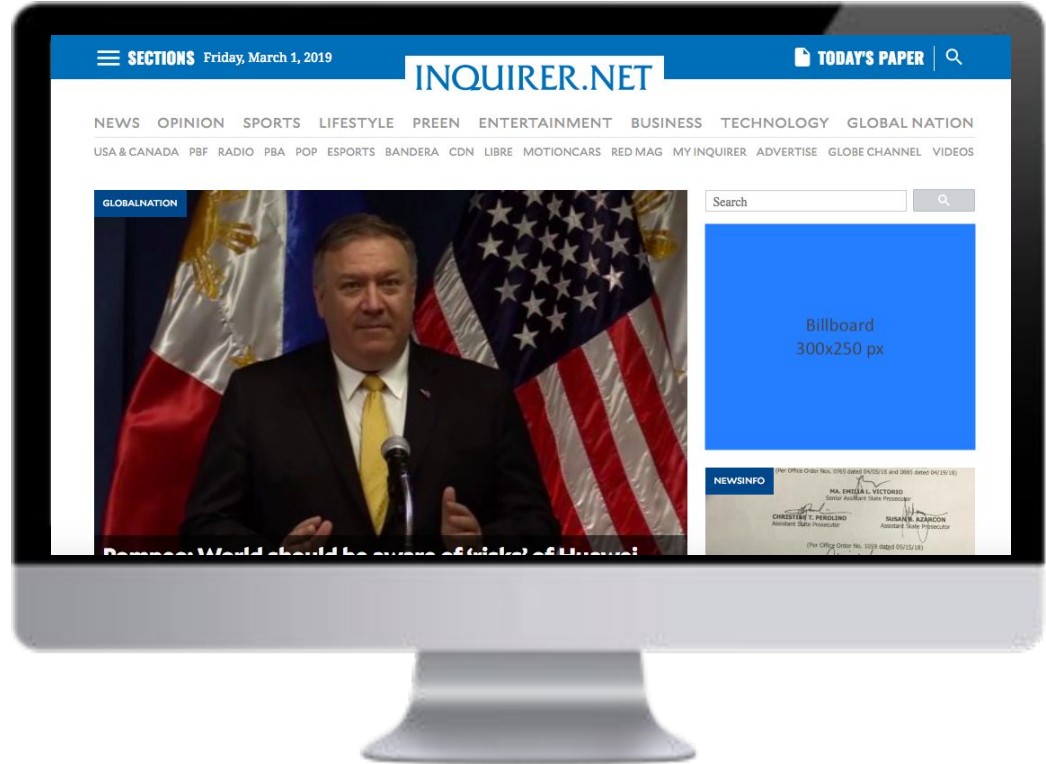
Ad Size	Format	File Size
728x90 px or 970x90 px (wxh)	JPEG, GIF, PNG, or HTML5	Max: 80kb



DESKTOP

BILLBOARD

Ad Size	Format	File Size
300x250 px (wxh)	JPEG, GIF, PNG, or HTML5	Max: 80kb



DESKTOP

AD MASTHEAD

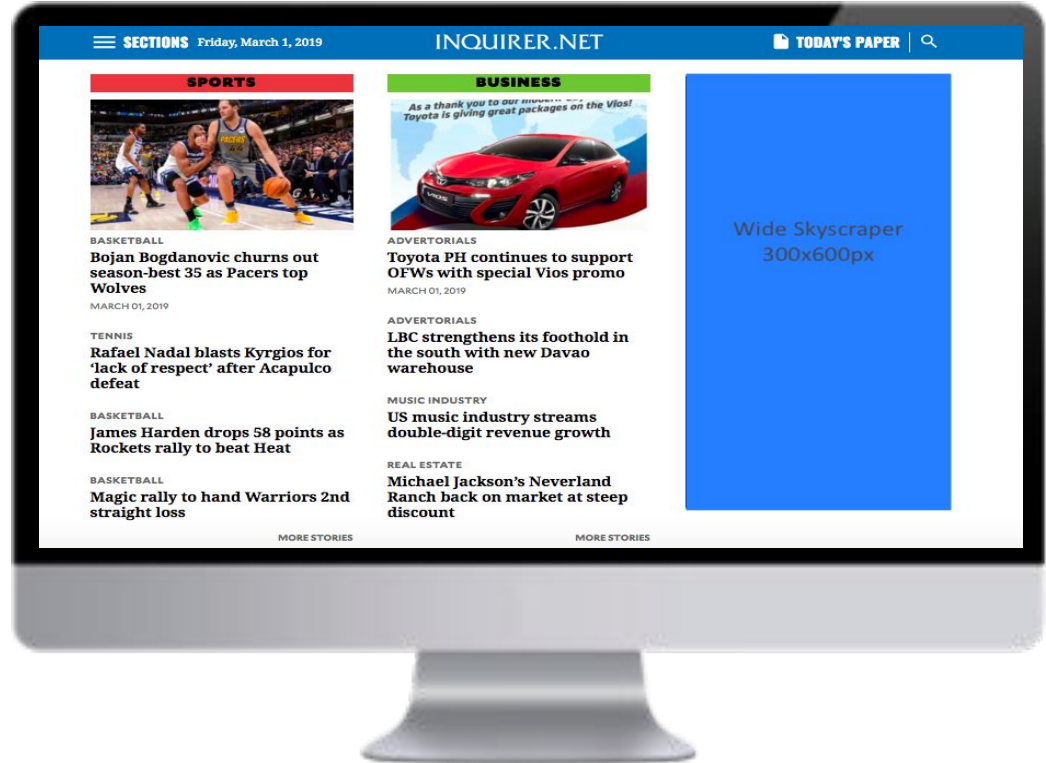
Ad Size	Format	File Size
970x250 px <i>(wxh)</i>	JPEG, GIF, PNG, or HTML5	Max: 80kb



DESKTOP

WIDE SKYSCRAPER

Ad Size	Format	File Size
300x600 px (<i>wxh</i>)	JPEG, GIF, PNG, or HTML5	Max: 80kb



DESKTOP

ROTATING SKINNER

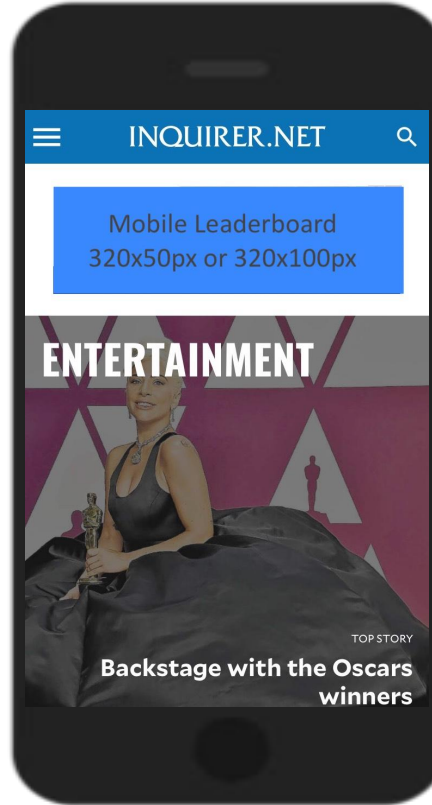
Ad Size	Format	File Size
160x600 px - left and right panel (<i>wxh</i>)	JPEG, GIF, PNG, or HTML5	Max: 80kb



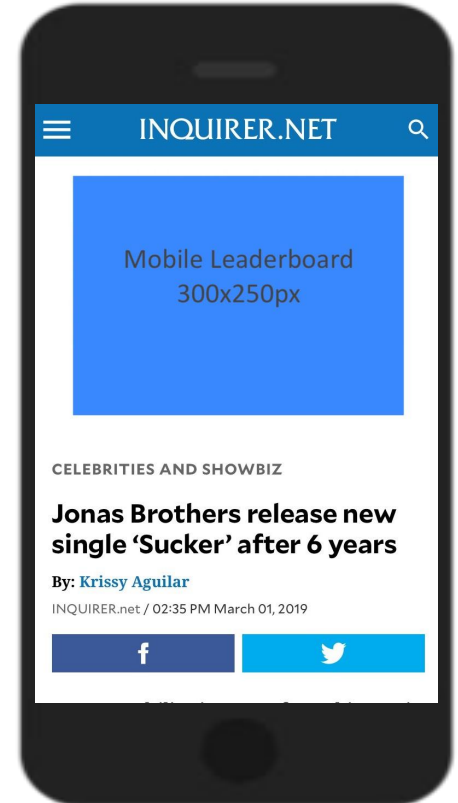
MOBILE

LEADERBOARD

Ad Size	Format	File Size
320x50px or 320x100px for landing page; 300x250px for article level	JPEG, GIF, PNG, or HTML5	Max: 80kb



Landing page

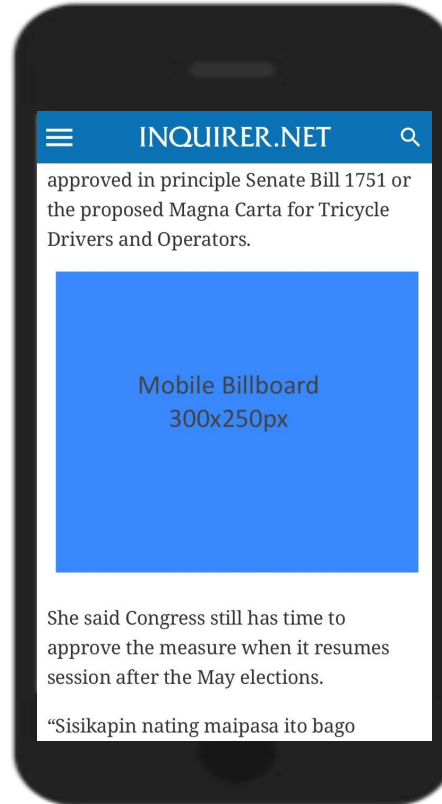


Article Level

MOBILE

BILLBOARD

Ad Size	Format	File Size
300x250px <i>(wxh)</i>	JPEG, GIF, PNG, or HTML5	Max: 80kb

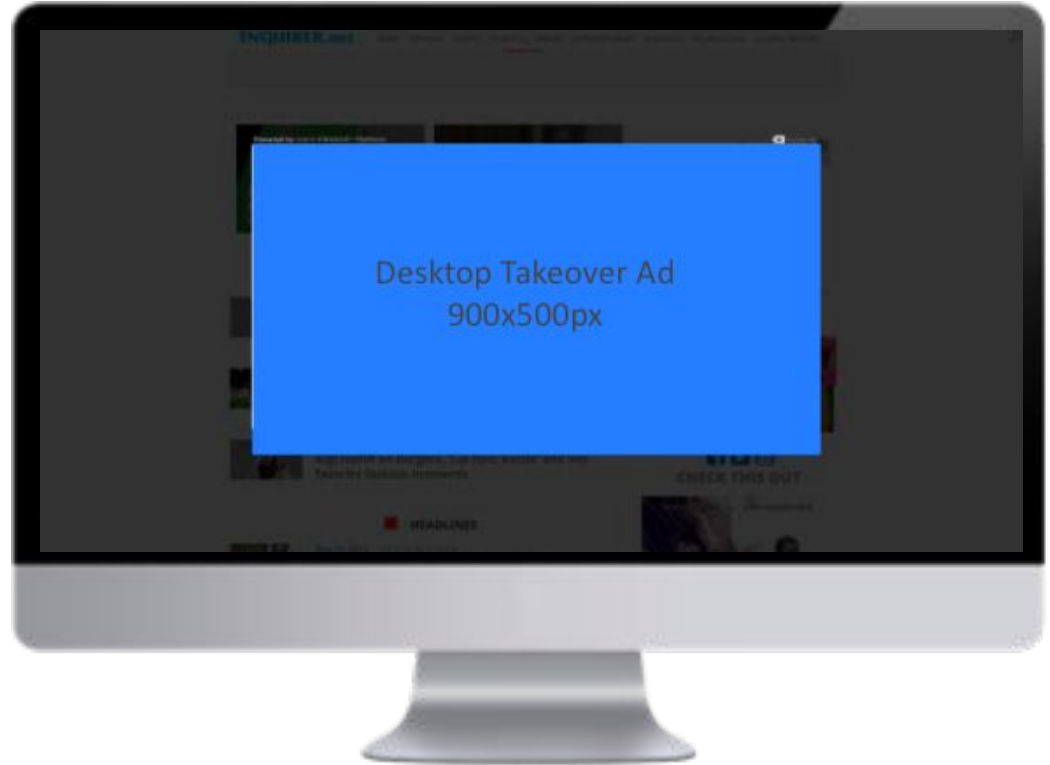


RICH MEDIA ADS

DESKTOP

TAKEOVER AD

Ad Size	Format
900x500 px (<i>wxh</i>)	HTML5 or 3rd party tags



DESKTOP

Ad Masthead with Video

Ad Size	Format
970x250 px (<i>wxh</i>) with 300x200 YouTube video	HTML5 or 3rd party tags



MOBILE

TAKEOVER AD

Ad Size	Format
300x250px (<i>wxh</i>)	HTML5 or 3rd party tags



AD SPECIFICATIONS

- Static ads: JPEG, GIF, or PNG. File size: maximum of 80kb
- Animated ads: All animated ads are limited to 15 seconds only. Limit of 5 frames with 15 seconds time limit, with option to replay.
- HTML5: Must be DFP compliant created using Google Web Designer (<https://www.google.com/webdesigner/>)
- 3rd Party Tags: Must be SSL compliant/HTTPS URL (Inquirer uses https for secured browsing and ad delivery)
<https://support.google.com/richmedia/answer/6015286?hl=en>
- Must comply with <https://www.iab.com/guidelines/display-rising-stars-ad-units/>
- Testing time (2-4 working days)