

GUIDELINES AND  
SPECIFICATIONS FOR  
DIGITAL ADVERTISING

APOLLO

THE INTERNATIONAL ART MAGAZINE



# CONTENTS

- 3 STANDARD DISPLAY MEDIA
  - Billboards
  - MPUs
- 4 NON-STANDARD DISPLAY MEDIA
  - Skins
- 5 HOME PAGE OR SECTION TAKEOVERS
- 6 GENERAL GUIDELINES & INFORMATION
- 7 HTML5 GUIDELINES
- 8 EMAIL NEWSLETTERS

# STANDARD DISPLAY MEDIA

## **BILLBOARD (All pages including articles and section hubs, except for two inline units on Home Page only)**

Dimensions (width x height in pixels): 1140 width x 250 height in pixels for desktop  
750 width x 200 height in pixels for desktop article inline and tablet devices  
320 width x 100 height in pixels for mobile devices

Formats: gif, jpg, png, HTML, HTML5, Rich Media  
Note: All Flash creatives should be converted to HTML5

Max File Size: 40K

Animation Time Limit: 15 Seconds

Loop Limit: 3 loops, 15 seconds each

Link: Linking URL is required on creative submission

Materials Deadline: gif, jpg, png Two business days prior to launch  
HTML, HTML5, Rich Media Five business days prior to launch

## **MPU (All pages including articles and section hubs)**

Dimensions (width x height in pixels): 300 width x 250 height in pixels for desktop, tablet and mobile devices

Formats: gif, jpg, png, HTML, HTML5, Rich Media  
Note: All Flash creatives should be converted to HTML5

Max File Size: 40K

Animation Time Limit: 15 Seconds

Loop Limit: 3 loops, 15 seconds each

Link: Linking URL is required on creative submission

Materials Deadline: gif, jpg, png Two business days prior to launch  
HTML, HTML5, Rich Media Five business days prior to launch

# NON-STANDARD DISPLAY MEDIA

**SKIN (All pages including articles and section hubs - Not available as a stand-alone placement, only available in combination with other creatives or as part of a takeover)**

Dimensions (width x height in pixels): 1920 width x 1080 height in pixels for desktop only  
Middle (1200 pixels) must be blank (white or transparent only)  
Safety area 120 pixels wide, innermost on each side and 100 pixels from top and bottom (any important branding, logos, images or messages outside this area is not recommended)

Formats: gif, jpg, png  
Max File Size: 150K  
Animation: Not allowed  
Link: Linking URL is required on creative submission  
Materials Deadline: gif, jpg, png Two business days prior to launch

\*PSD Templates can be provided for Skins\*

Skins will only show on desktop screens bigger than 1300 pixels wide

# HOME PAGE OR SECTION TAKEOVER

## TAKEOVER

Standard home page takeovers and section takeovers are high impact campaigns and can be filled with a combination of the following standard formats:

DESKTOP:	1 x Skin 1 x Billboard (1140 width x 250 height in pixels) 1 x MPU (300 width x 250 height in pixels)
TABLET:	1 x Leaderboard (750 width x 200 height in pixels) 1 x MPU (300 width x 250 height in pixels)
MOBILE:	1 x Smartphone banner (320 width x 100 height in pixels) 1 x MPU (300 width x 250 height in pixels)

Please refer to individual ad unit specifications for more information on formats, dimensions and guidelines.

Other advertising may appear in additional ad slots on pages, unless agreed with our commercial representative prior to the start of the takeover campaign.

# GENERAL GUIDELINES & INFORMATION

## MATERIAL DEADLINES

(receipt of all final assets – sent as a zip file bu electronic transfer)

Simple image (gif, jpg, png)	2 business days prior to launch
Standard/simple rich media creative	5 business days prior to launch
Complex rich media creative	10 business days prior to launch

All display advertising on apollo-magazine.com is served through Google Ad Manager.

Apollo reserves the right to remove any advertising that does not comply with our specifications, contravenes any of these guidelines or adversely affects the rendering of our site, other ad placements or user experience.

## SUPPLYING FILES

Files and technical enquiries should be sent by email to [production@apollomag.com](mailto:production@apollomag.com) **and** [gkime@pressholdings.com](mailto:gkime@pressholdings.com)

# HTML5 GUIDELINES

## AD COMPONENTS

All assets need to be loaded from the same domain name and host. This includes any JS, CSS or any other assets.

Cross domain file loading is not permitted.

Only one .html file should be used at the root of the file structure to start the advert i.e. index.html

Backup image should now be used for any browser which has either no Flash player plug-in installed or doesn't support HTML 5 web standard.

## THIRD PARTY

All assets must be third party hosted.

Tags must be SSL (HTTPS) & SafeFrame compliant.

## RECOMMENDATIONS

To avoid/remove unnecessary jQuery calls; consider using Web API & Vanilla Javascript.

Instead of providing a massive font file containing hundreds of icons/glyphs that you may or may not use, please consider loading only the characters required.

Minifying files makes a huge difference & can help improve performance. Please consider minifying HTML, CSS & JS using a suitable minifier of your choice.

Avoid animation effects that are CPU intensive.

Please follow HTML5 requirements for Ad Manager <https://support.google.com/admanager/answer/7046799?hl=en> and ensure a valid click tag has been inserted in your HTML5 creative.

## API restrictions We do not permit access to the following features of HTML5:

No use of Web-SQL Server database

No use of Web-Storage

No use to IndexedDB

No use of WebSockets

No use of WebWorkers

No FileSystemAPI access

No Geolocation API

No use of Push API and Notification API

# EMAIL NEWSLETTERS

## BANNERS

Dimensions (width x height in pixels): 700 width x 225 height in pixels

Formats: gif, jpg, png

Max File Size: 40K

Animation Time Limit: 15 Seconds, however animation not recommended for newsletter banners. First frame should contain full message in the event that banner does not animate

Loop Limit: 3 loops, 15 seconds each

Link: Linking URL is required on creative submission

Materials Deadline: gif, jpg, png Two business days prior to launch

All display advertising in Apollo Newsletters is hardcoded into the HTML. Therefore we cannot accept any Javascript, HTML5 or third-party creatives.



# APOLLO

THE INTERNATIONAL ART MAGAZINE

[ADVERTISING@APOLLOMAG.COM](mailto:ADVERTISING@APOLLOMAG.COM)

+44 (0)20 7961 0105

[APOLLO-MAGAZINE.COM](http://APOLLO-MAGAZINE.COM)