

BUSINESS INSIDER

Advertising Specifications

Business Insider Ad Specs

Standard Display

Business Insider offers IAB standard display formats across each channel.

Creative Types

Image: Up to 40kb, JPG, PNG or GIF

Flash: Up to 50kb, Flash 10/AS3/25 fps

File Dimensions

Super Leaderboard

- 970 x 90

Leaderboard

- 728 x 90 (WxH)
- 728 x 180 (expansion limit)

Medium Rectangle

- 300 x 250
- 600 x 350 (expansion limit)

Half Page

- 300 x 600
- 600 x 600 (expansion limit)

Allowances

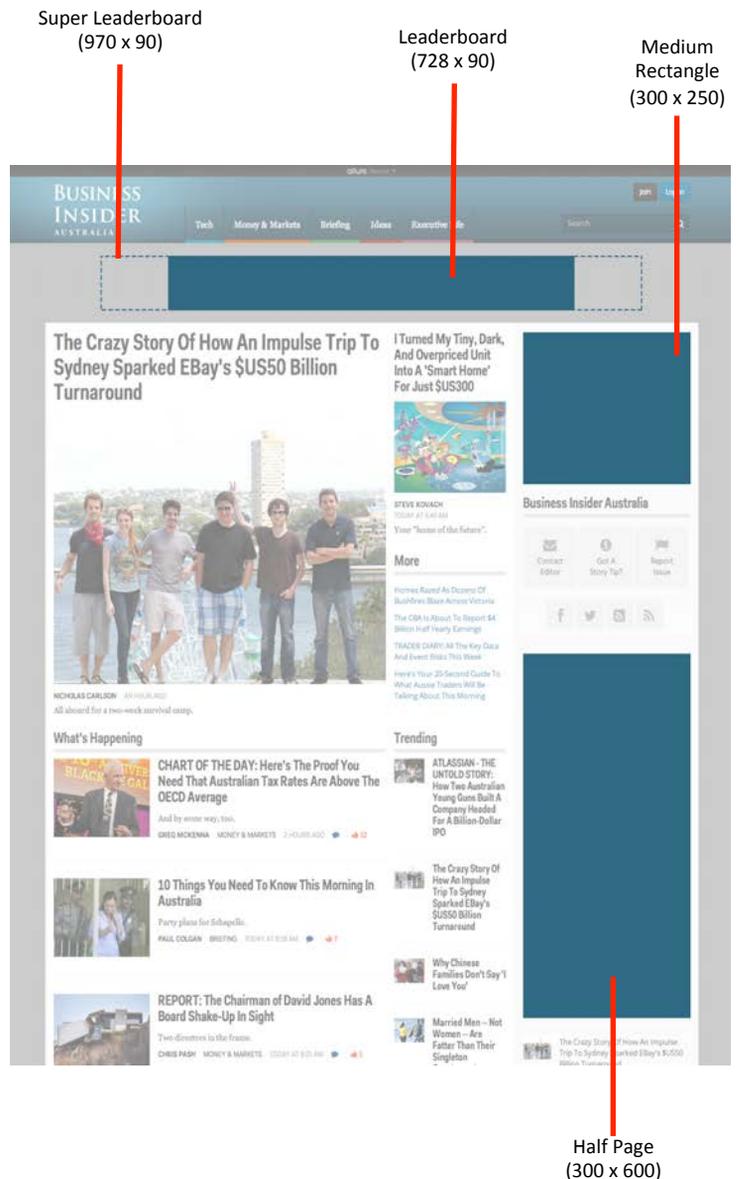
Third part ad serving

Video: 1mb Polite, 9mb Extended

Delivery Lead Time

Image/Flash: 3 days

Rich Media: 5 days



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High-Impact Billboard

Maximise impact with an interactive Billboard.

Dimensions

970 x 250

File size

Image: Up to 40kb, JPG, PNG or GIF

Flash: Up to 50kb polite load, 1.2 mb subsequent load. Flash 10/AS3/25 fps

Max total file size: 10mb

Requirements

- Max number of panels: 3
- Max video length: 30 seconds
- Play, stop, pause and mute button required.
- Video can be auto play, audio must be user initiated.
- Looping: must be user initiated.
- A visible and functional “Close Ad X” button is required. When closed, the creative needs to go to a collapsed state as the site page content will be pushed up.
 - **Option 1:** The unit will collapse and an 88x31 “show ad” button can be served offering the user a chance to re-engage and expand the full 970x250 experience.
 - **Option 2:** The 970x250 will collapse into a static 970x90 super leaderboard.

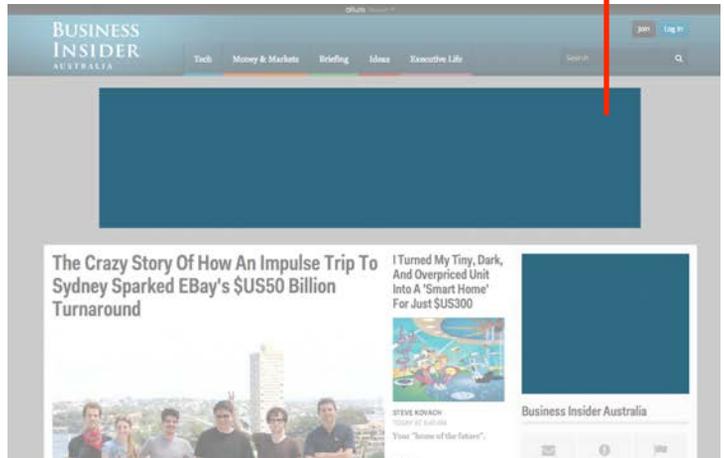
Delivery Lead Time

Image/Flash: 3 days

Rich Media: 5 days

*If the unit is not third party served, production fees may apply and the lead time is subject to change.

Billboard
(970 x 250)



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Mobile Display

Reach users on the go with standard and interactive mobile banners

Standard File Dimensions

- 320 x 50
- 300 x 250

Creative types

Image: Up to 30kb, JPG, PNG or GIF

Flash is **not permitted**.

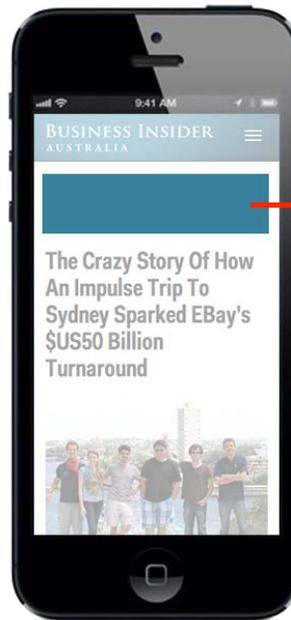
Allowances

Third party ad serving

Delivery Lead Time

Image/Flash: 3 days

Rich Media: 5 days



Mobile Banner
320 x 50



Mobile Banner
300 x 250

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Interactive Mobile Pull/Slider

The interactive mobile Pull and Slider units are delivered through a banner at the top of each page. After user engagement, the ad expands to the full frame, providing a blank canvas for brands to include video and interactive elements.

File Dimensions

- 300 x 100
- 320 x 480 (expanded)

Creative types and file limitations

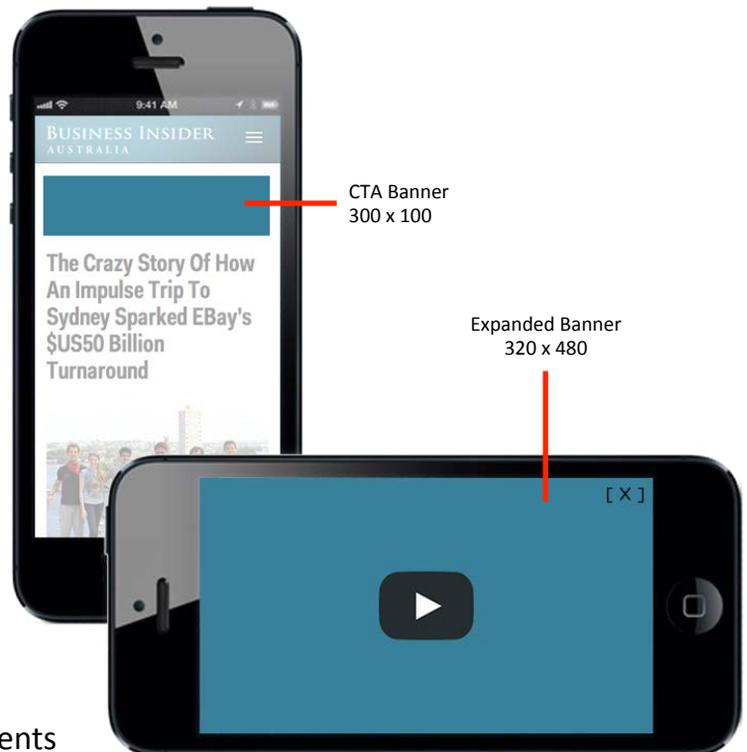
- HTML5 (**no flash**)
- Initial file size: 40KB
- Subsequent Max user-initiated file size: 100kb
- Max video: 30 seconds, 24 fps.

Requirements

- Play/audio controls on video elements
- User initiated audio
- Visible close button on top right of expanded design. 40 x 40px is recommended.

Ad Serving and Delivery Lead Time

- All creative must be provided in a servable tag format 5 days prior to start. Allure will help with design recommendations and questions, but does not produce the creative.



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Homepage/Channel Skin

Give your creative room to breathe with a fixed skin that surrounds the site.

Creative type

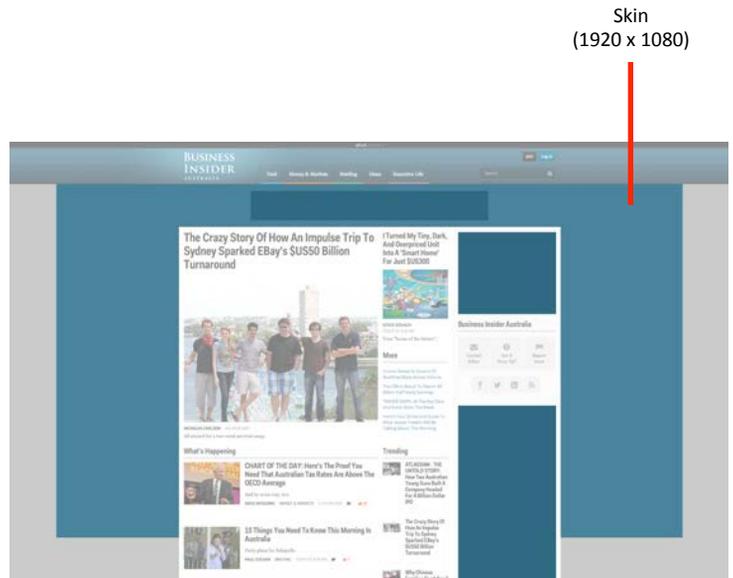
Image: 250k Max, JPG, PNG, GIF

Dimensions

Full skin: 1920 x 1080

Large browser safe zone columns
(fits majority of BI browsers): 135 x 690

Smaller browser safe zone columns
(Fits all desktop browsers): 98 x 690



Requirements

- Copy and product imagery should not be placed where the Leaderboard will be served.
- Edges of the creative should bleed to a solid colour
- Ad creative must be clear, legible and not appear segmented
- Safe zones must be adhered to
- Allure is not responsible for any art or messaging that is cut-off if the files do not meet the dimension and template requirements.

Allowances

- Third party ad serving

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Flash Guidelines

When building your creative files, please consider the below guidelines.

Behaviour

- Your ad must be optimised for minimal CPU usage — keep in mind there will be other flash creative on the page running at the same time
- Ads may contain user-initiated audio only
- Your ad may not include code that generates or uses random numbers
- Expansion is on click (instant) or on roll over (minimum 0.5 second delay)
- Any expansion must have prominent close button, which does not trigger another mouse over event while closing

Functionality

- All Flash ads should support the clickTag variable
- On any click, Flash ads should redirect to the URL specified in the clickTag argument; there should be no other redirection in between

Click Tag Examples:

AS2

```
on (release) {  
    if (_root.clickTag.substr(0,5) ==  
    "http:") {  
        getURL(_root.clickTag, "_blank");  
    }  
}
```

AS3

```
import flash.events.MouseEvent;  
import flash.net.URLRequest;  
// ...  
someButton.addEventListener(  
    MouseEvent.CLICK,  
    function(event: MouseEvent) : void {  
        flash.net.navigateToURL(new  
        URLRequest(  
            root.loaderInfo.parameters.clickTag),  
            "_blank");  
    }  
);
```

Replace 'someButton' with the name of the button that receives the click



For more information please contact:

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