

**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

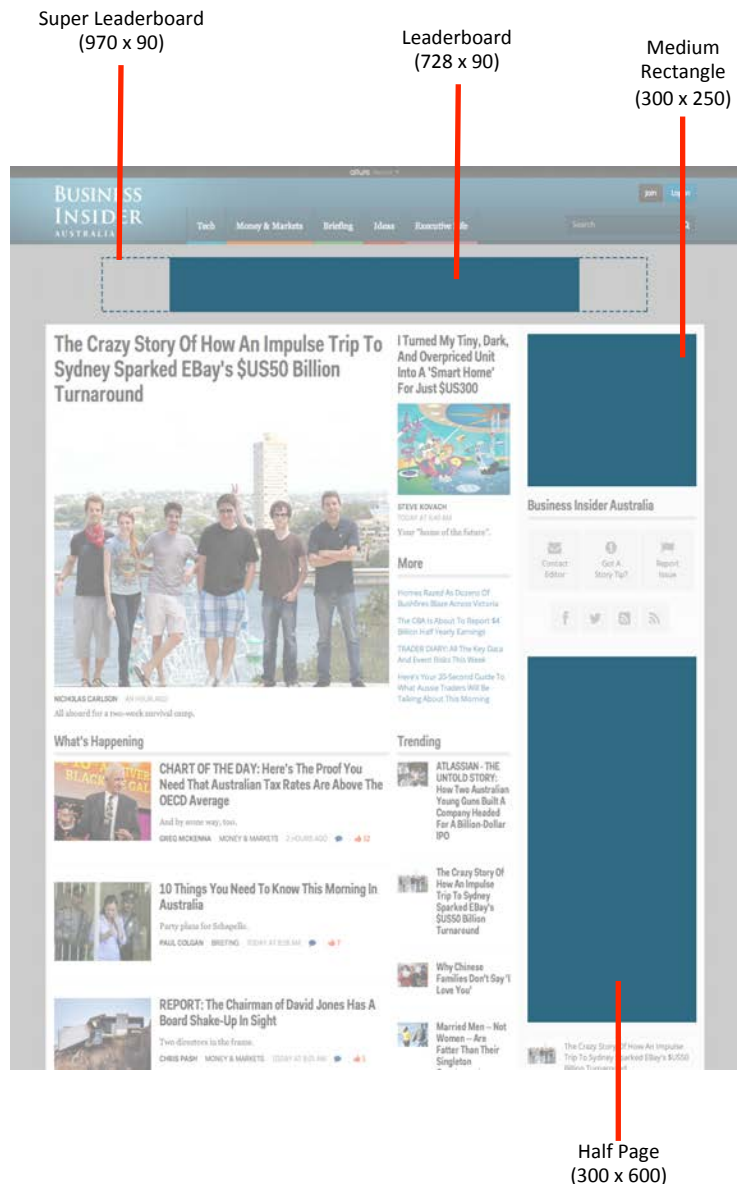
Third part ad serving

**Video:** 1mb Polite, 9mb Extended

## Delivery Lead Time

**Image/Flash:** 3 days

**Rich Media:** 5 days



# Business Insider Ad Specs

## 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

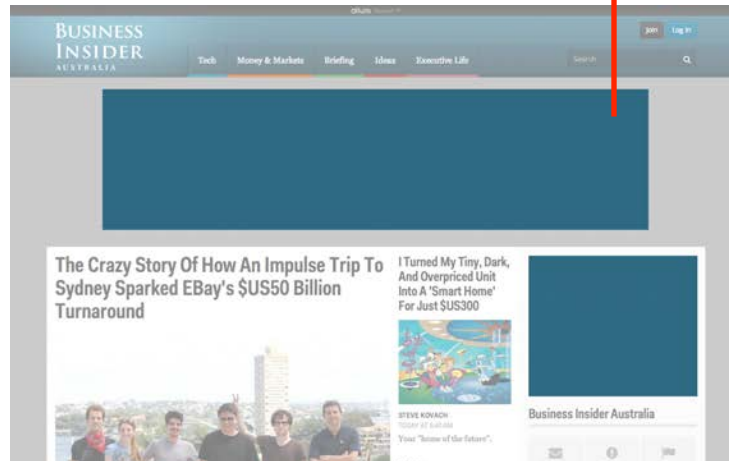
- Max number of panels: 3
- Max video length: 30 seconds
- Play, stop, pause and mute button required.
- Video can be auto play, audio must be user initiated.
- Looping: must be user initiated.
- A visible and functional “Close Ad X” button is required. When closed, the creative needs to go to a collapsed 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

Billboard  
(970 x 250)



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

# Business Insider Ad Specs

## 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**.

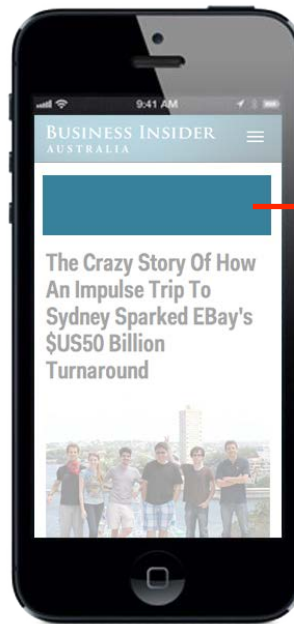
## Allowances

Third party ad serving

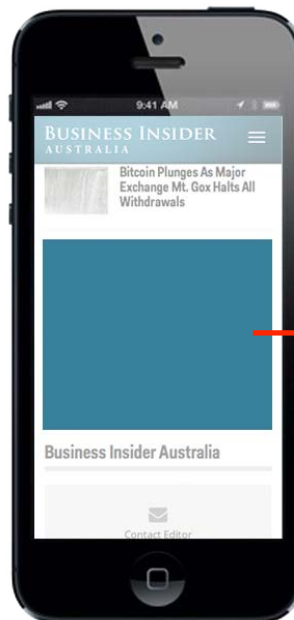
## Delivery Lead Time

**Image/Flash:** 3 days

**Rich Media:** 5 days



Mobile Banner  
320 x 50



Mobile Banner  
300 x 250

# Business Insider Ad Specs

## 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

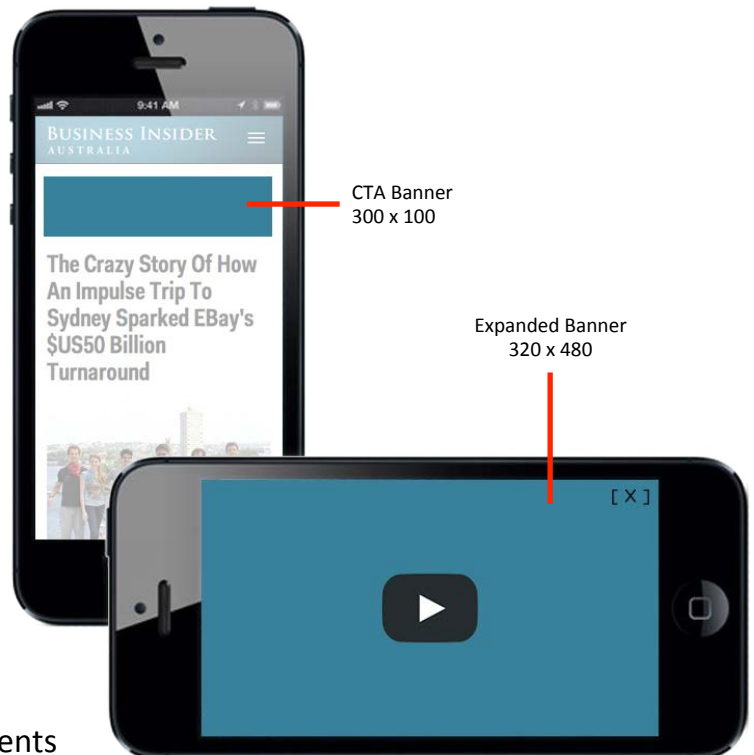
- HTML5 (**no flash**)
- Initial file size: 40KB
- Subsequent Max user-initiated file size: 100kb
- Max video: 30 seconds, 24 fps.

## 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.



# Business Insider Ad Specs

## Homepage/Channel Skin

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

## Creative type

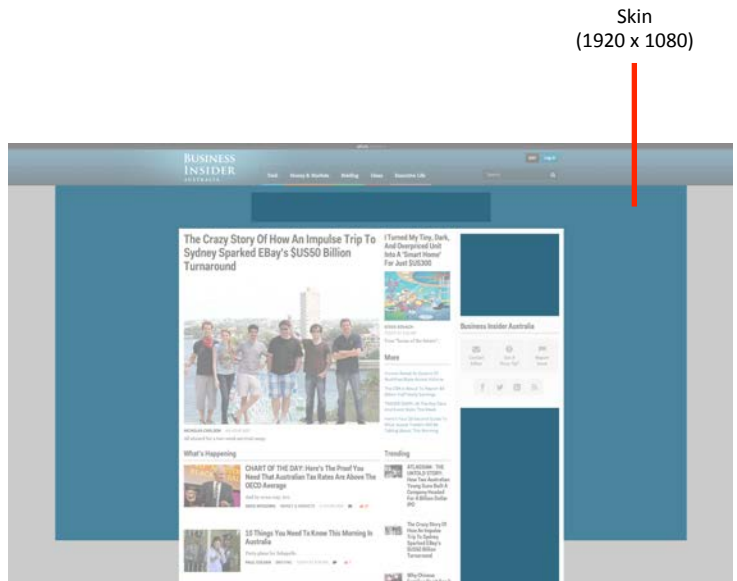
**Image:** 250k Max, JPG, PNG, GIF

## 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

# Business Insider Ad Specs

## 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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