

## Financial Times iPad Edition

### Advertising behavior and creatives specification

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#### Ad types

The following combinations of creative elements are available for each ad:

- Static Ad image or Rich Media (non-interactive)
- Static Ad image or Rich Media Web landing-page
- Static Ad image or Rich Media with jump-page
- Static Ad image or Rich Media with jump-page and Web landing-page

#### Zones

The following zones are targetable:

Front Page section	Other section pages	Article pages
<ul style="list-style-type: none"> <li>• home-uk</li> <li>• home-us</li> <li>• home-asia</li> <li>• home-europe</li> <li>• home-middle-east</li> </ul>	<ul style="list-style-type: none"> <li>• companies-index</li> <li>• uk-index</li> <li>• world-index</li> <li>• comment-index</li> <li>• global-economy-index</li> <li>• markets-news-index</li> <li>• lex-index</li> <li>• management-index</li> <li>• arts-leisure-index</li> <li>• personal-finance-index</li> <li>• markets-data-index</li> </ul>	<ul style="list-style-type: none"> <li>• articles</li> </ul>

*Note: These alternate versions of the Front Page are user-selected, and are independent of the user's actual physical location.*

**General Guidelines**

Each advertisement will be treated separately and may have to be approved by the Advertisement Production Manager or FT editorial to ensure it has no detrimental effect on our iPad application or user experience. FT.com reserves the right to remove the advertisement from our iPad app.

Lead time for delivery of non rich media advertisements (.gif, .png, .jpg) is 10 days from receipt of copy. Rich media is 10 days.

If you have any queries please contact the online advertising production team on +44 (0)20 7873 4060 or [onlineads@ft.com](mailto:onlineads@ft.com)

## Positions



**Section pages:** Medium MPU

Position label: "mpu"

*On the Front Page section, this MPU appears "above the fold" in the scrolling page view; on other sections it appears at or below the fold.*

Creative specs: 300x250 px JPEG, GIF or PNG  
Max file size: 30kB

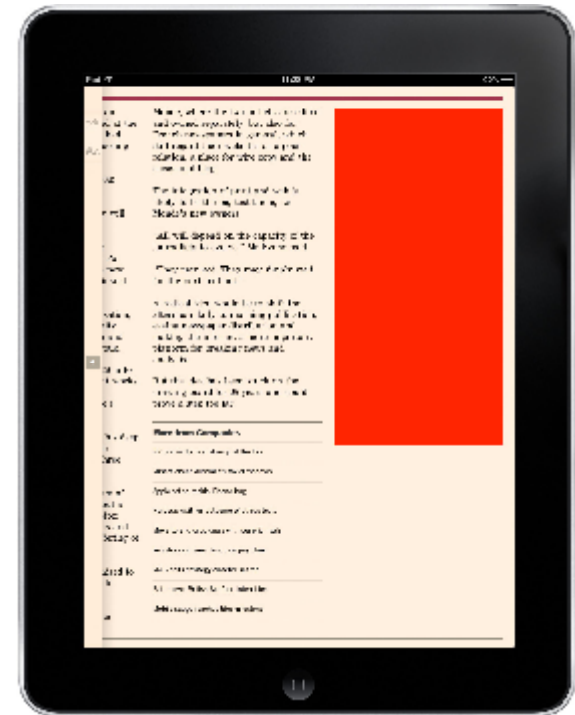


**Font Page footer:** Leaderboard

Position label: "banlb"

*This leaderboard appears on the Front Page section only, at the bottom of the scrolling page view.*

Creative specs: 728x90 px JPEG, GIF or PNG  
Max file size: 30kB



**Article pages:** Half-page MPU

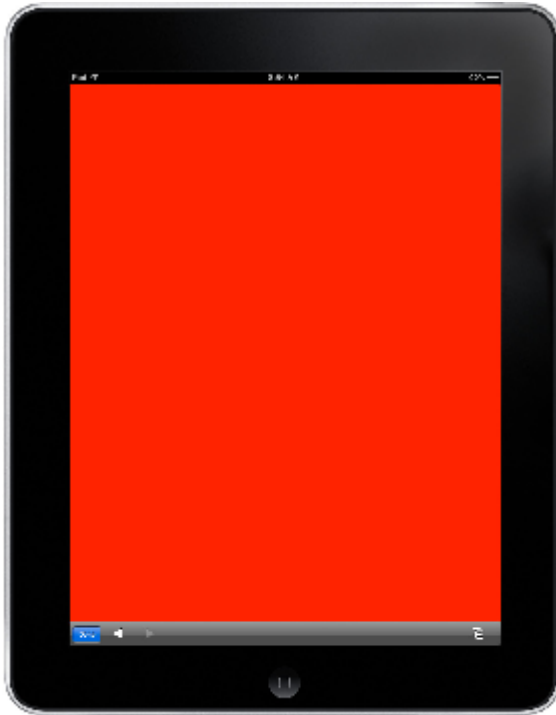
Position label: "hlfmpu"

*This MPU appears at the end of each scrolling article view.*

Creative specs: 300x600 px JPEG, GIF or PNG  
Max file size: 50kB

## Jump pages

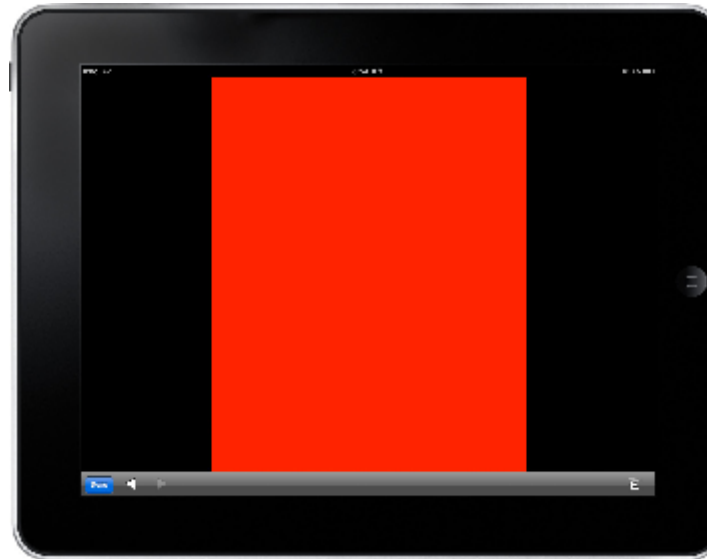
If a jump page image is provided and configured for an ad, tapping on the ad will cause a full-page Web view to slide up from the bottom of the screen, completely covering the rest of the app content. The jump page image is always scaled proportionally to the available height.



### Portrait orientation

Creative specs: 768x960 px JPEG, GIF or PNG  
Max file size: 150kB

*When viewed in portrait, the jump page image is presented at full size.*



### Landscape orientation

*When viewed in landscape, the portrait jump page image is scaled down proportionally and presented at 562x704 px on a black background.*

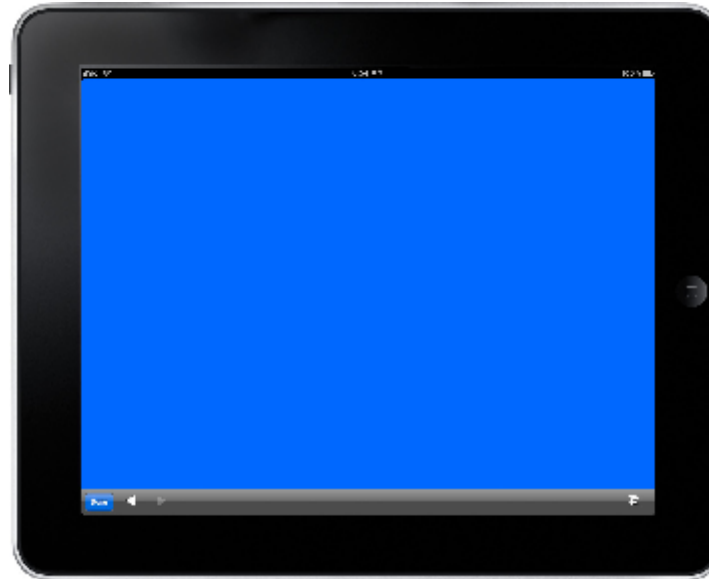
*Non-resizing ads (including rich-media) have 1024x704 px available.*

## Web Landing pages

Tapping on a positioned ad with no jump page will load its optional Web landing page URL in the full available screen area for each orientation, less the top status bar and bottom control bar, sliding in from the bottom as jump pages do. If a jump page is tapped and a landing page is available, its URL will be opened within the same view area.



**Portrait orientation:** 768x960 px available



**Landscape orientation:** 1024x704 px available

## Rich Media HTML5 Guidelines

iPad advertising units are rendered using a Webkit type embedded browser and testing your creatives using this type of browser is a good indication of advertisement performance. Initial testing of the creative can be performed on the Apple Safari browser and later before submission to our advertising operations team if possible on an iPad device.

To download a suitable desktop (PC or Mac) browser for testing creatives please visit:

<http://www.apple.com/safari/>

### Accepted Formats

Advertisement units submitted should be valid HTML5 with <HEAD> and <BODY> tags and should follow the guidelines below. Any includes e.g. Images, JavaScript, Stylesheets, Video or Audio should be hosted by yourself or a third party on a high bandwidth connection and submission to the FT advertising production team should be of the initial HTML only.

### Size limits

To ensure the best user experience of your advertisement for all units we provide the ability to differentiate delivery depending on detected user connection WiFi or Cellular (e.g. 3G). This should be utilised in order to provide the best experience to your viewers. A small creative should be provided for Cellular delivery and a larger richer creative for when the user is connected via WiFi. Initial usage data suggests approximately 80% of FT iPad app users are browsing using a WiFi connection while a further 10% over Cellular.

Maximum size of the initial HTML delivered in an advertisement unit is fixed to **120k** due to technical limitations.

**\*Total Size Limit** – Sum of the initial HTML plus any Images, JavaScript and CSS Includes:

Over Cellular

**<150k**

Over WiFi

**<500k**

**\*In addition, any creatives that are >150k a static gif, png or jpeg must be supplied.**

## Video & Sound in Ads

Embedded video and audio via the <video> and <audio> tags are supported however **initiation of playback and buffering must be user initiated.**

For implementation details see (1).

## Animation, Javascript and CSS

Highly engaging experiences can be obtained by utilising the power of JavaScript and CSS. CSS visual effects are well supported on the iPad using the -webkit extensions. Use of -webkit extensions for animation are encouraged over JavaScript as performance is likely to be superior.

Animations **must not loop more than 3 times.**

For implementation details on CSS visual effects see (2) and touch events on mobile see (3).

## Geographic Information

Apple guidelines insist GPS information is not available solely to support advertisement units and therefore the JavaScript navigator object should not be used in creatives.

## View Port Settings

It is recommended to set meta tag information on the view port appropriately in order to support touch screen drag functionality and so that users are not presented with the disconcerting effect of pulling the advertisement away from the slot which can happen when these settings are missing.

Below is an example tag and setting for an advertisement in the banner position:

```
<meta name="viewport" content="initial-scale=1, maximum-scale=1, user-scalable=0, width=728, height=90" />
```

Further details see (4)

## References

(1)

[http://developer.apple.com/library/safari/#documentation/AudioVideo/Conceptual/Using\\_HTML5\\_Audio\\_Video/Introduction/Introduction.html](http://developer.apple.com/library/safari/#documentation/AudioVideo/Conceptual/Using_HTML5_Audio_Video/Introduction/Introduction.html)

(2)

[http://developer.apple.com/library/safari/#documentation/InternetWeb/Conceptual/SafariVisualEffectsProgGuide/Introduction/Introduction.html#//apple\\_ref/doc/uid/TP40008032-CH1-SW1](http://developer.apple.com/library/safari/#documentation/InternetWeb/Conceptual/SafariVisualEffectsProgGuide/Introduction/Introduction.html#//apple_ref/doc/uid/TP40008032-CH1-SW1)

(3)

<http://developer.apple.com/library/safari/#documentation/AppleApplications/Reference/SafariWebContent/HandlingEvents/HandlingEvents.html>

(4)

[http://developer.apple.com/library/safari/#documentation/AppleApplications/Reference/SafariWebContent/UsingtheViewport/UsingtheViewport.html#//apple\\_ref/doc/uid/TP40006509-SW1](http://developer.apple.com/library/safari/#documentation/AppleApplications/Reference/SafariWebContent/UsingtheViewport/UsingtheViewport.html#//apple_ref/doc/uid/TP40006509-SW1)

## Technical Notes

### Displaying ads

The content views users see in iPhone and iPad apps are not Web content, every element is laid out by hand in code. iOS developers have a special object they can invoke called a Web view, which can be arbitrarily sized, and functions like the layout engine of any Web browser: it can be pointed to a URL, or have HTML content passed into it, and it will present that content within its window. As ads, jump pages and Web landing pages are all HTML, in every case the Ads Factory invokes a Web view to display them. In-page (zone/position) ads are small Web views embedded in the larger app views, while jump and landing pages are shown in a full-screen Web view with a navigation toolbar at the bottom.

### Offline Behavior

If the device is offline, then no ads will be served. The app displays an appropriate message to notify users they are offline.