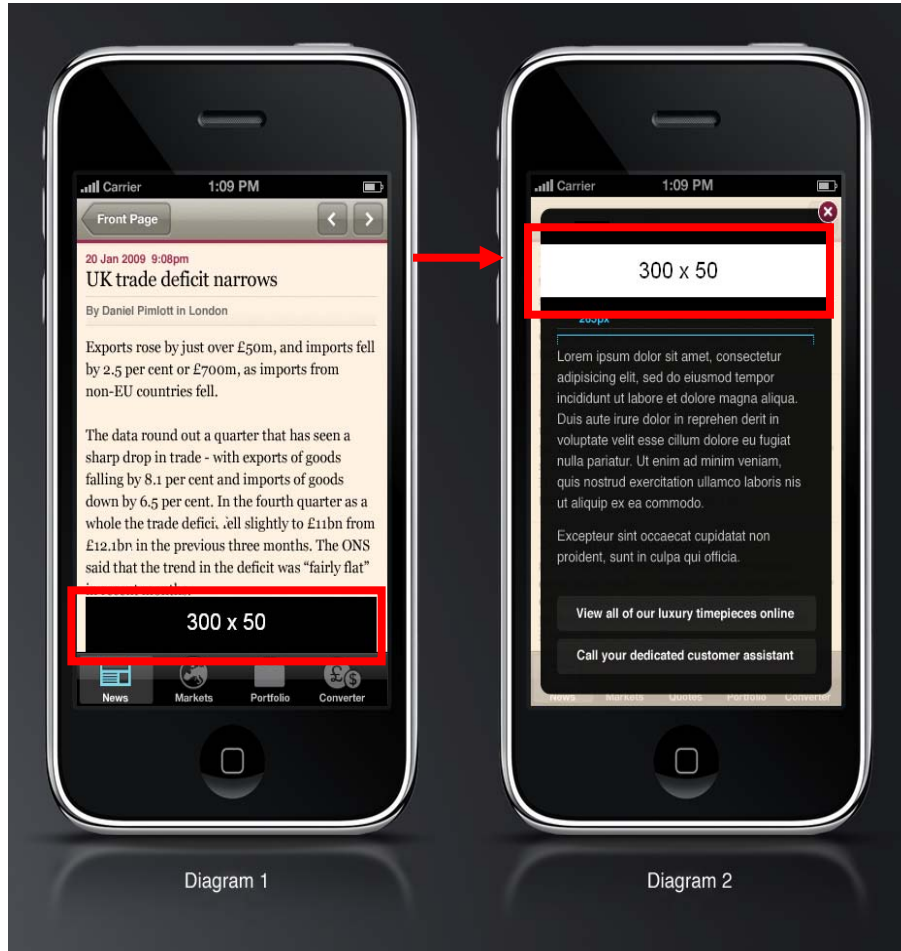




iPhone Application - Specs

Ad positions



Ad on all articles and text pages:

- 300 x 50 pixels, (IAB standard for iPhone)
- Ad appears for 3 seconds on page load, and then collapses from view

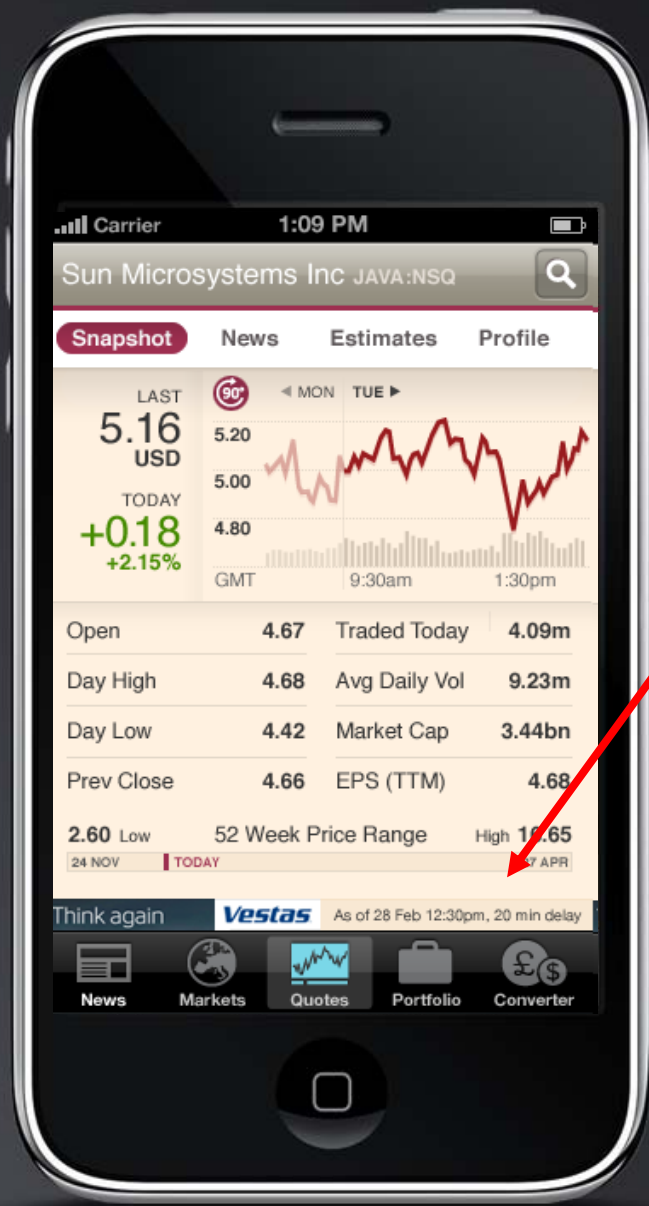
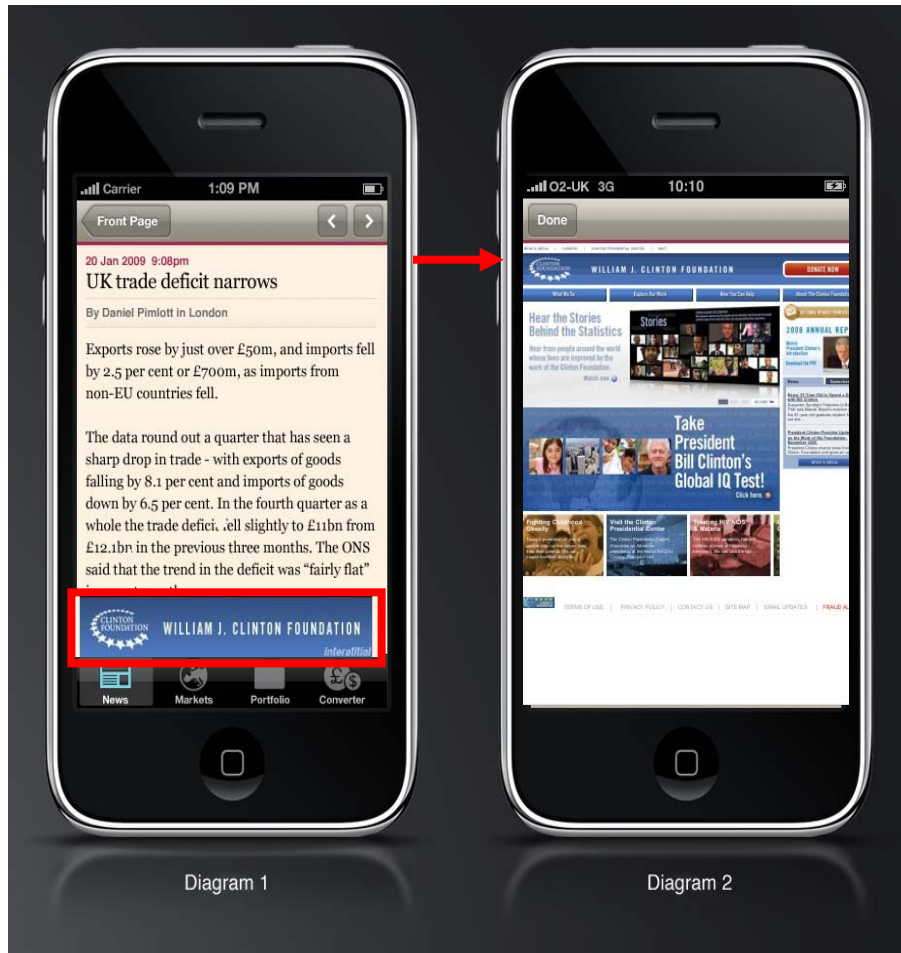


Diagram 1

2. Ad on all other pages

300* x 20 pixels, appears permanently in all tabs except News

Ad Functionality



Website within the App

- Users click through on a 300x50 or 300x20 creative supplied by advertiser
- Full webpage loaded **within the application** which has a fully customisable layout just like any other webpage built by the advertiser.
- Users are not taken out of the app unless they navigate away from the webpage initially brought up

Ad Functionality



Copy rotation & Features

- Advertisers can take greater control in their campaign messaging
- Options to rotate copy can include: By Location, version of App, Section, Time of Day, or message
- We have the ability to offer advertisers sequential messaging or varied weighting of their copy as they'd like*

** Please note – we will use an FT ad in minimal rotation for users of legacy FTApp versions encouraging them to upgrade. This will only be shown to these users, and is implemented to ensure readers get the best advertising experience*

.....Further creative sizes required

To ensure the best performance of the ad units across all handset formats we require copy in the following sizes:

m.ft.com & Blackberry handsets

Small Image Banner

- Specs: 120 x 20 pixels
- Size: less than 1k
- File formats: png
- Example handset: Motorola V195



Medium Image Banner

- Specs: 168 x 28 pixels
- Size: less than 2k
- File formats: png
- Example handsets: Motorola RAZRs, LG VX-8000, Motorola ROKR E1



Large Image Banner

- Specs: 216 x 36 pixels
- Size: less than 3k
- File formats: png
- Example handsets: Samsung MM-A900, LG VX-8500 Chocolate



iPhone App

(also requires 300x20)

XL Image Banner

- Specs: 300 x 50 pixels
- Size: less than 5k
- File formats: png
- Example handset: iPhone

