

# TimeOut

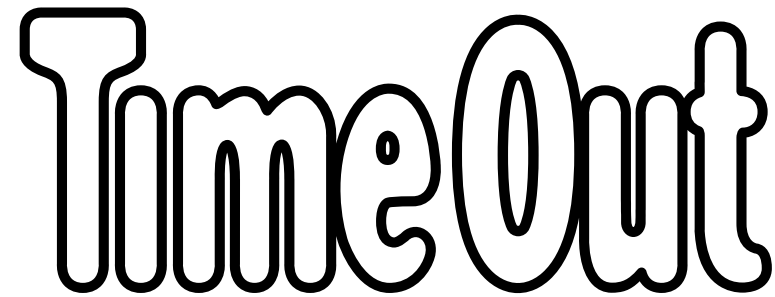
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## **Time Out Media**

Spec Sheet

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Time Out

## Written Content

### Written in the Time Out style that readers trust

- Basic listing
- Extended listing
- In-depth article
- Superlist
- Competitions
- Video
- Content syndication

### Assets required

In order to publish your content, Time Out requires the following assets to be provided:

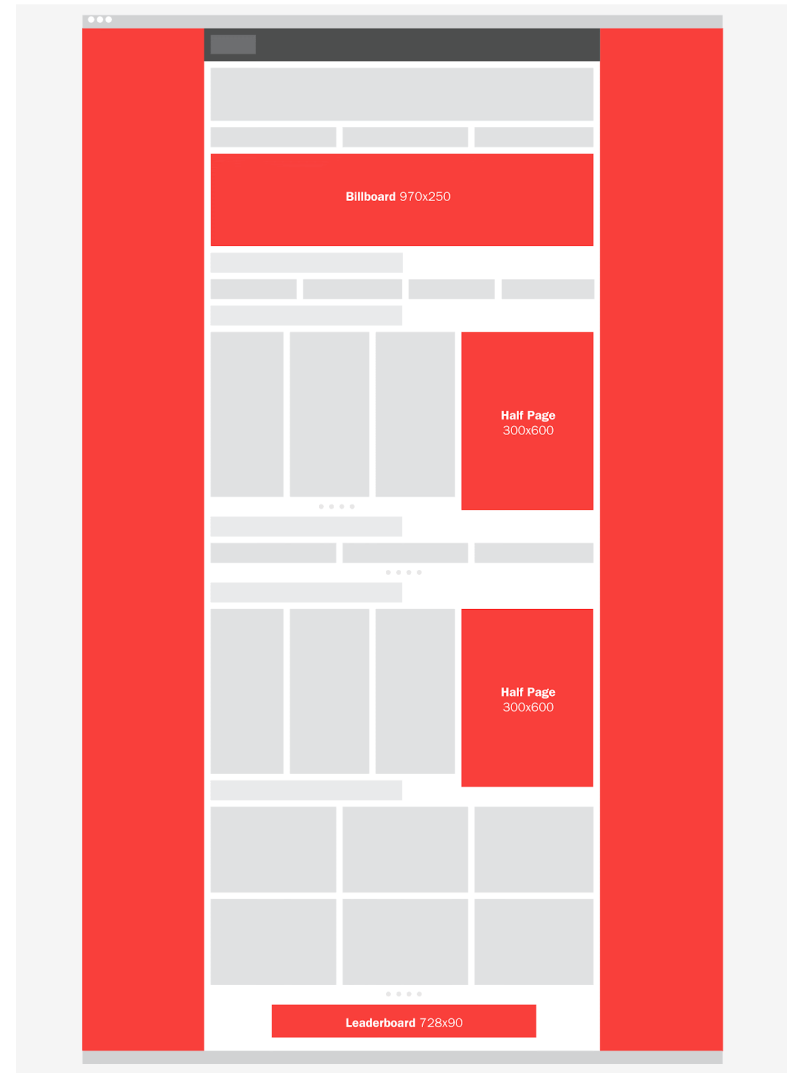
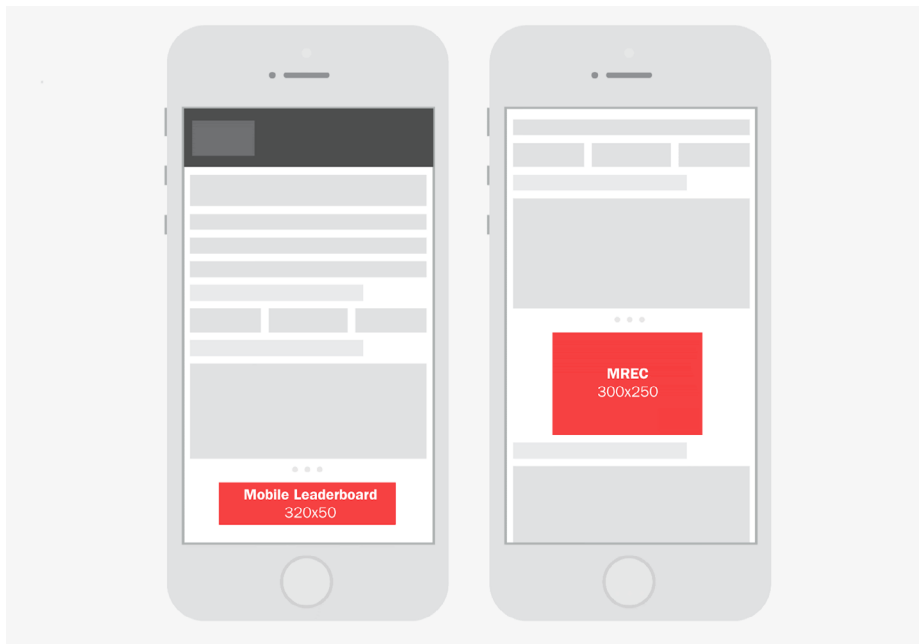
- Images to support your campaign. Minimum acceptable image size is landscape 2250 x 1266px.
- Content advice, detailing the particulars of your event, product, or venue. Please request a briefing form and return it to your Time Out rep.

Time Out's editorial team will be briefed on the specifics of your job. We will then produce your content, providing you with a proof prior to publication.

## Desktop Display

Our desktop display products offer above and below-the-fold advertising options. Wow the Time Out audience through our unmissable premium Billboard and Half Page units. Or stretch your marketing dollar a little further with our standard display options – including IAB standard ad formats, leaderboards and MRECs. We offer a run of site, section targeting and also audience targeting to suit your needs.

### Specs (Desktop And Mobile Display)



## Desktop Display

Ad Type	Dimensions	Format	Size	Third party tags (polite loaded)
Billboard	970 x 250	GIF, JPG, or raw HTML5	<60kb	<100kb
Half Page	300 x 600	GIF, JPG, or raw HTML5	<40kb	<100kb
MREC	300 x 250	GIF, JPG, or raw HTML5	<40kb	<100kb
Leaderboard	728 x 90	GIF, JPG, or raw HTML5	<40kb	<100kb
Mobile MREC	300 x 250	GIF, JPG, or raw HTML5	<40kb	<60kb
Mobile Leaderboard	320 x 50	GIF, JPG, or raw HTML5	<15kb	<60kb

### **File Size**

- We encourage clients to keep creative sizes as small as possible to ensure a positive user experience and quicker rendering to get better results for your brand.
- Any files that fall outside of the above file size spec will impact delivery, engagement and viewability of display. Time Out is not accountable for the underperformance of creative caused by files provided outside these specifications
- Heavy ad load affects our SEO ranking in Google. To help us stay on top and reach our audience, we need you to comply with our specs. If you have any issues with file size, please feel free to get in touch with our team: [advertising.au@timeout.com](mailto:advertising.au@timeout.com)

### **Ias & Moat Tracking**

- If IAS or Moat is being implemented in third party tags please provide a geography, content and keyword blocking list so we can work together to deliver a successful campaign
- We track all our ads using IAS, and this information is available to clients on request

### **HTTPs**

- We are a secure site and as a result all tags must be supplied in a secure script
- Any tags that have not been secured will not render on our site

### **HTML5**

- We follow standard DFP guidelines for HTML 5 creative
- They can be provided in third party tags, DoubleClick Campaign Manager tag or self-contained HTML5 creative

### **Materials (Desktop)**

- Banners can be JPG, GIF, compressed HTML5 or supplied via secure third party or DoubleClick tags
- All banners and URLs must be received 5 working days in advance of display
- Please clearly indicate a click-through URL (even for third party tags – to ensure proper testing)
- All ads are served run-of-site, unless otherwise specified
- We do not accept Flash files

### Materials (Mobile)

- We encourage clients to keep creative sizes as small as possible to ensure a positive user experience and quicker rendering to get better results for your brand.
- Any files that fall outside of the above file size spec will impact delivery, engagement and viewability of display. Time Out is not accountable for the underperformance of creative caused by files provided outside these specifications
- Heavy ad load affects our SEO ranking in Google. To help us stay on top and reach our audience, we need you to comply with our specs. If you have any issues with file size, please feel free to get in touch with our team: [advertising.au@timeout.com](mailto:advertising.au@timeout.com)

HTML5 creative format	Creative format description
Third party tag	The HTML5 creative will be stored on a third party server
DoubleClick Studio creatives	A HTML5 creative will be directly pushed to your DFP network from DoubleClick Studio
DoubleClick Campaign Manager tag (DCM inred)	A HTML5 creative hosted by an advertiser/ agency using DoubleClick Campaign Monitor
Self-contained HTML5 creative	A self-contained HTML5 creative in a single code snippet

### Skin (High Impact Takeover)



- Please supply skin as a single creative asset (GIF or JPG)
- “Visible area on a small screen”: Place all campaign messaging and logos here
- “Content area”: Skin is not entirely visible within this area, please exclude campaign messaging here
- Click-through URL or 1 x 1 tag must be provided

## High Impact Placement (Desktop)

Need a show stopper? Consider using this high impact advertising execution to make sure your campaign is unmissable across desktop and mobile. A high impact placement includes Billboard, Half Pages, MRecs, Leaderboard, Mobile Leaderboard and Skin. High impact takeovers incur day rate prices that vary according to each section.

### High Impact Takeover Specs

If you are running a High Impact Takeover, you will be required to supply at least one of each of the assets below:

Ad Type	Dimensions	Format	Size	Third party tags (polite loaded)
Billboard	970 x 250	GIF, JPG, or raw HTML5	<60kb	<100kb
Half Page	300 x 600	GIF, JPG, or raw HTML5	<40kb	<100kb
Skin (breakdown below)	1900 x 1200	GIF, JPG only	<150kb	Static only
MREC	300 x 250	GIF, JPG, or raw HTML5	<40kb	<100kb
Leaderboard	728 x 90	GIF, JPG, or raw HTML5	<40kb	<100kb
Mobile MREC	300 x 250	GIF, JPG, or raw HTML5	<40kb	<60kb
Mobile Leaderboard	320 x 50	GIF, JPG, or raw HTML5	<15kb	<60kb

*All takeover material must be received 5 working days in advance to implement, test and schedule.*



## Video Display

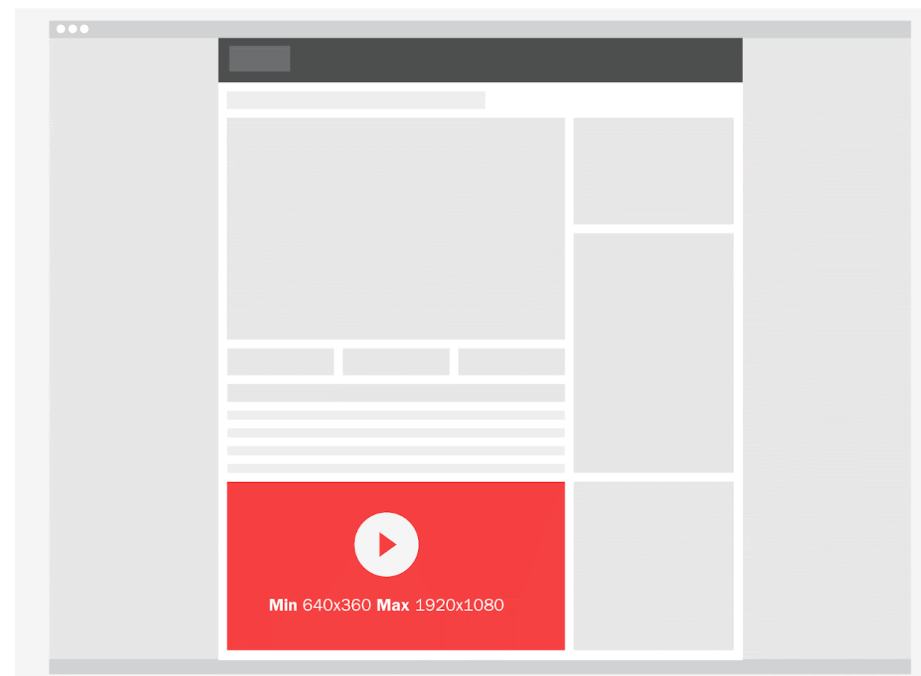
Our video platform allows you to circulate your video advertising within our content. Video commences once the user is below the fold, while sound is activated on mouse-over. Consumers can engage with the video and click through to your desired landing page. Video units are present on all article pages. Videos only render if visible to the user, collapse when video is finished, and pause if/when no longer visible.

Video are booked 'per video start' and around 62% of page impressions result in a video start.

### Specs (Video Display)

Please supply your assets to the following specification:

- Dimension: min 640 × 360, max 1920 × 1080 (responsive to the page level)
- File size: up to 100MB
- Format: MOV or MP4
- Length: 30 sec max
- Aspect ratio: 16:9 or 1:1 (not supported: 4:3)
- Codec: Standard Video Codec formats accepted (not supported: ProRes 4444, HDV 720p60, Go2 Meeting 3&4, ER AAC LD, REDCODE)
- Sound: User initiated on button-click
- Redirects: Click through URL link or Third Party click tracking target
- Accepted tags: 1 x 1, VAST, VPAID JS
- Tracking: Third Party & tracking tags must be SSL compliant (HTTPs)



*All material must be received 5 working days in advance of display.*

## Content Drivers

We offer content drivers that are included in the 'You Might Also Like' section located below the fold, and custom display drivers within our high viewability ad units that are run of site. The latter includes custom design from our creative team. Both these options run on a rotational basis and push branded content.

## Newsletter Tiles (weekly)

Advertising through our weekly newsletters (eDM) puts you directly in touch with Sydney and Melbourne's most active urbanites. Our active subscribers receive Sydney and Melbourne's original and best planner every Tuesday for the best of the week and every Friday for the best of the weekend both before the 12pm snack break. The weeklies are sent to the entire database and offer a content placement below the five editorial top pics that form one row.

Each execution includes: one inclusion in a Time Out Sydney or Melbourne weekly newsletter; one click-through editorial page on the relevant Time Out site; and content surfacing throughout the relevant Time Out site, for the duration of the campaign.

## Newsletter Display (weekly)

Advertising through our weekly newsletters (eDM) puts you directly in touch with Sydney and Melbourne's most active urbanites. Our active subscribers receive Sydney and Melbourne's original and best planner every Tuesday for the best of the week and every Friday for the best of the weekend both before the 12pm snack break. Display sponsorship banner includes:

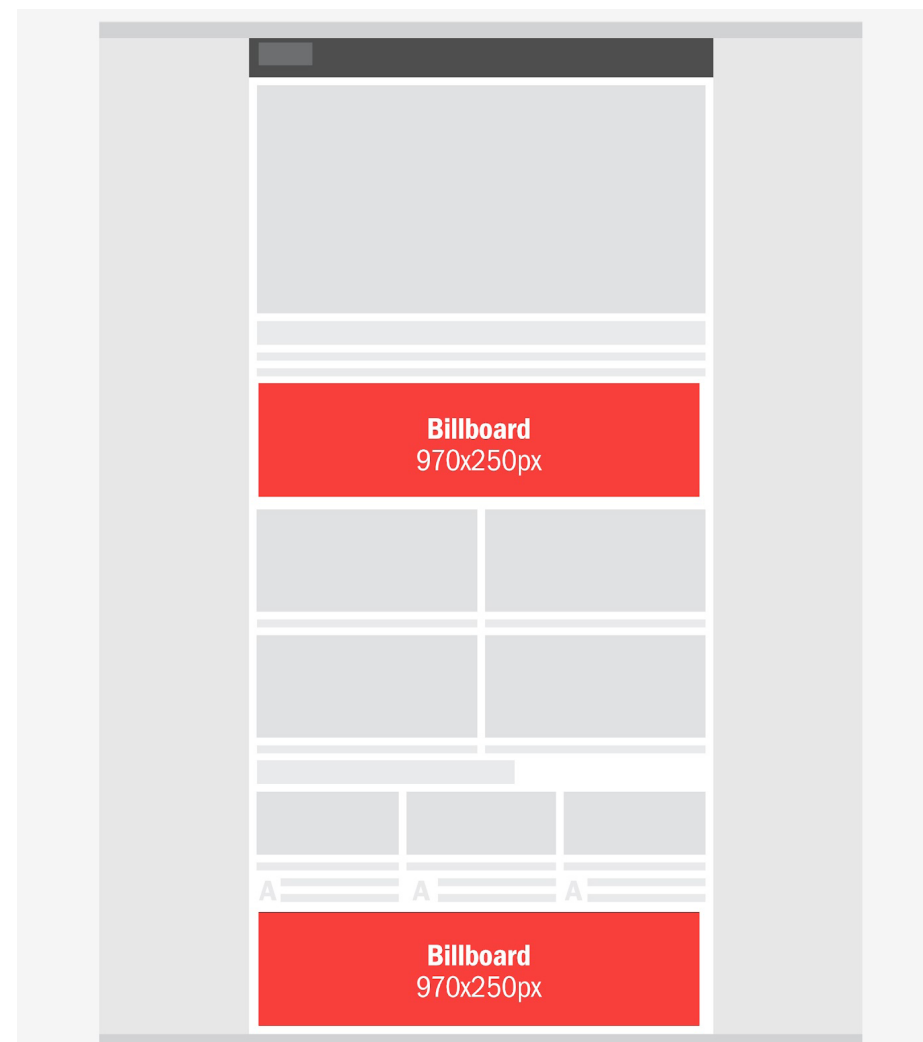
- Upper and lower billboard are sold as a Sponsorship
- All banners must be received 7 working days in advance of display
- Please clearly indicate a clickthrough URL
- Third-party tags are not applicable to newsletter products

### Specs (Billboard)

Dimensions: 970 x 250px

Size: <40KB

Format: GIF or JPG



## Social Posts

A targeted post is a paid Facebook or Instagram post targeted to a specific demographic. While it does not appear on Time Out's Facebook or Instagram page, it will appear to a targeted audience.

Target your content to the right audience with content targeted to specific interests, demographics and other social activity. Using the Time Out name to spread the word is more powerful than doing it yourself.

Requirements: Established Facebook page – this will be tagged in your social ads.

### Organic Posts

Time Out offers organic social placements, which are located on our branded social pages. We offer ad placements on both our Facebook and Instagram channels. Facebook has a national audience reach, in which ad placements link to our site. Our Instagram advertisements are used for brand awareness, and include an advertiser tag. We offer a range of Instagram products including posts, galleries, highlights and stories designed to enhance brand recognition and target our readers.

Organic social advertising is designed to enhance brand recognition and target our readers.

Requirements: Established Facebook/Instagram page – this will be tagged in your social ads.

## Time Out Express

Small budget display advertising

You will need to upload your own ad designs within ad specifications, or alternatively if you don't have a designer, we can direct you to where you can easily design your ads. If you have a budget greater than \$2000 please contact [jason.woodards@timeout.com](mailto:jason.woodards@timeout.com)

## Programmatic Display Advertising

Access Time Out Australia's premium advertising inventory and audience.

Whether your campaign is always-on, time sensitive or budgeted, we will help provide the best programmatic strategy for it. We offer first look and preferred Private MarketPlace deals and Programmatic Guaranteed deals with header bidding on a CPM basis. First party audience targeting is also available. Please contact [charlene.tan@timeout.com](mailto:charlene.tan@timeout.com) for floor prices.

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**Thank You**