



- Please send all creative to: [onlineads@ft.com](mailto:onlineads@ft.com)  
 - Creatives must be supplied 5 working days prior to go live for comprehensive QA  
 - HTML5 must be 3rd party served. No Zip files will be accepted.  
 - Secure tags are required.

Ad Name	Ad Size	Equiv. ratio	Desktop	Tablet	Handset	Supported file types	GIF / jpeg / PNG Max file size	Initial Load	Host-Initiated Subload	Animation Length	Number of Loops	In-Ad Video File Size	In-Ad Video	Audio	CPU Load	File Requests	Expansion	Blocking Tags accepted?
Billboard	970x250	4:1 (970x250)	Y	Y (Landscape)		3rd party ad tag (JavaScript / HTML5), gif, jpeg, png	50 KB	250 KB	500 KB	15 Seconds max	1 maximum. No looping beyond 15 seconds. We suggest the final frame of your advert leads with a branded message.	1.1 MB	Video can auto play but must include "play" and "stop" buttons.	Default off. User must click to initiate audio.	30% CPU load max	Ad must not exceed 10 file requests	N/A	No - Monitoring only
Halfpage / Double MPU	300x600	1:2 (300x600)	Y	Y			50 KB	200 KB	500 KB	15 Seconds max		1.1 MB	Video advertisements should not play for longer than 15 seconds and should only play once. Users should never be prompted to download a compatible video player plug-in FT is unable to stream or host video ads. All video ads must be served via a 3rd party	Default off. User must click to initiate audio.	30% CPU load max	Ad must not exceed 10 file requests	N/A	No - Monitoring only
MPU	300x250	1:1 (300x250)	Y	Y	Y		50 KB	150 KB	300 KB	15 Seconds max		1.1 MB	Default off. User must click to initiate audio.	30% CPU load max	Ad must not exceed 10 file requests	N/A	No - Monitoring only	