

# DISPLAY AD BANNER PACKAGES WITH The Guardian



Banner Packages with *The Guardian* are ad impressions served across *The Guardian* website in standard ad formats. These ads appear across the pages of the *The Guardian* depending on a brand's requirements of volume, contextual placement, demographic, location and socio economic target group. These impressions are delivered alongside editorial content on the website. This is to afford brands maximum visibility, a trusted environment and to drive traffic to a chosen weblink.

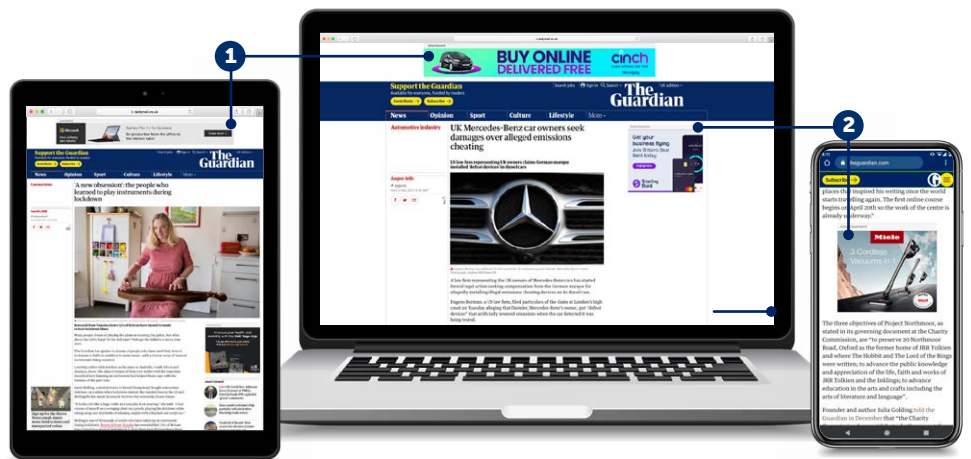
*theguardian.com* is the online version of the UK's number one trusted newsbrand with an average of 47m monthly unique visitors. It boasts a mature, affluent audience as 70% of readers are ABC1 and the average reader is aged 41-years-old.

These banner packages with standard ad formats are a 'Managed Programmatic Performance Product', meaning advertisers are provided with a dedicated trader to ensure budget and ads are optimised to reach the specific target audiences and are delivered across premium inventory to achieve campaign objectives.

Banner Packages with *The Guardian* is an ideal shop window for brands and organisations to benefit *The Guardian*'s robust editorial environment and a mass engaged readership.

## PARTICULARLY CONSIDERING

- *theguardian.com*'s average reader age is 41
- More than 1 in 3 existing users come back on the same day
- 1 out of 3 have been prompted by online ads to buy over the last month
- 1 in 5 agree that the Guardian is a website they can really trust
- 45% state they'd be influenced by other people's online opinions about major purchase decisions



## AND IT WORKS...

### REACHING BUSINESS DECISION MAKERS

**GOAL:** Payment platform client wanted to drive applications on their site from small to medium business owners and professionals alike

**APPROACH:** Leverage *The Guardian*'s first party audience segments to reach business professionals

**RESULTS:** Delivered 950K impressions and over 800 clicks, with 4.3% total brand uplift

### INSPIRING LAST MINUTE SKI HOLIDAYS

**GOAL:** To put their brand on the radar of people considering a last minute ski holidays

**APPROACH:** Targeting 'Ski holidays', 'Action and Adventure Tourists' and travel audiences, plus travel section takeovers

**RESULTS:** Delivered 1.6 million impressions and over 2.6 thousand clicks across the site, with 5.6% total brand uplift

## RATE CARD

1 million impressions (minimum order)

**POA**

Impressions can be served across:  
leaderboard ① and MPU ②

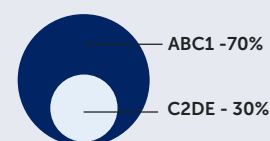
Prices subject to demand and economies are available depending on requirement/volume of impressions

## DISTRIBUTION

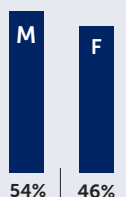
- 47m average monthly unique visitors to *The Guardian*
- PCA provided within 30-days of impressions being served
- Available nationwide

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC

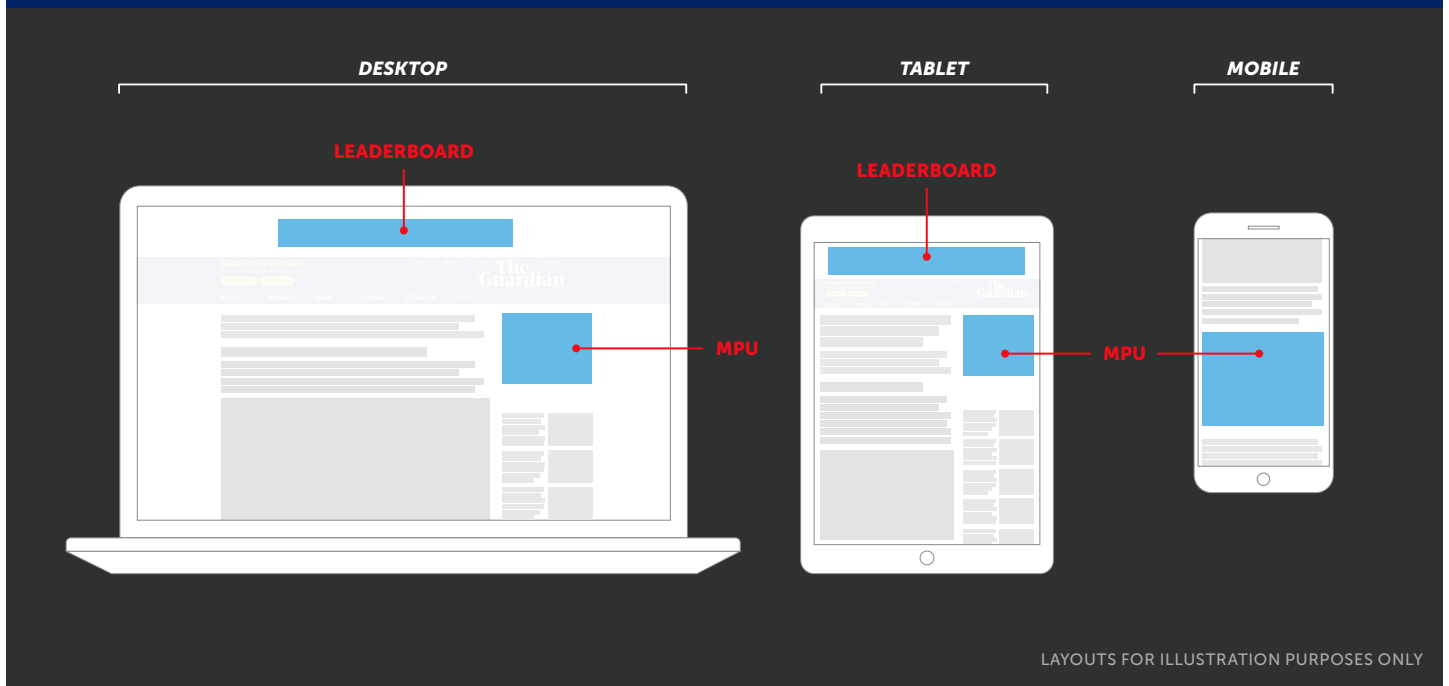


### GENDER



**CLICK HERE TO VISIT THEGUARDIAN.COM**

## ADVERTISING POSITIONS



### ADVERT SPECIFICATION

- 1 **LEADERBOARD:** 728px (w) x 90px (h)
- 2 **MPU:** 300px (w) x 250px (h)

#### SPECIFICATION:

- **Max file size (for image loading):** 150kb maximum
- **Static format:** RGB, 72 dpi, JPEG or PNG
- **Animated format:** RGB, 72 dpi, GIF only

You can supply all ad formats listed above, or choose to only run a selected few (i.e. MPU and mobile sticky perform the best)

Animated adverts (in GIF format) can loop only three times, and the total animation must not exceed 15 seconds.

Ads must have a distinct colour separation to the rest of the content on *The Guardian* i.e. any ads that are mostly white must have a distinct 1 pixel dark border to separate it from onsite content

### PROCESS

- Define your ideal live date. Define your target audience e.g. Women, 25-44, living in London, gym-goers. Define your KPIs e.g. sign ups, ticket sales, clicks
- Confirm your order. After your order is received, the artwork specification will be emailed by the Production team
- If you have a specific live date in mind, this should be advised to the Production team; otherwise artwork should be sent to the team by the given deadline to avoid delays in publishing content
- Content required is the ad artwork and the link you'd like the ads to clickthrough to. Received content will be submitted to *The Guardian's* AdOps team
- Impressions will deliver on *The Guardian's* owned and operated properties
- A dedicated programmatic trader in *The Guardian's* AdOps team will monitor your campaign, continuously optimising towards the best performance based on your KPIs

## SUPPLYING CONTENT

**PLEASE NOTE:** The full content specification and artwork deadline will be given after booking.  
Your content can be emailed to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

## TERMS & CONDITIONS

- All bookings are made subject to Hurst Media's Terms & Conditions of Advertising, which are available by clicking [here](#).
- We reserve the right to convert images to meet the technical specification if they are not supplied as such.
- Image use and copy are subject to *The Guardian's* editorial discretion.
- Ads must adhere to the Advertising Standards Authority's (ASA) UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code), which can be read [here](#).

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The UK's trusted media partner