

# DISPLAY AD BANNER PACKAGES WITH The Guardian



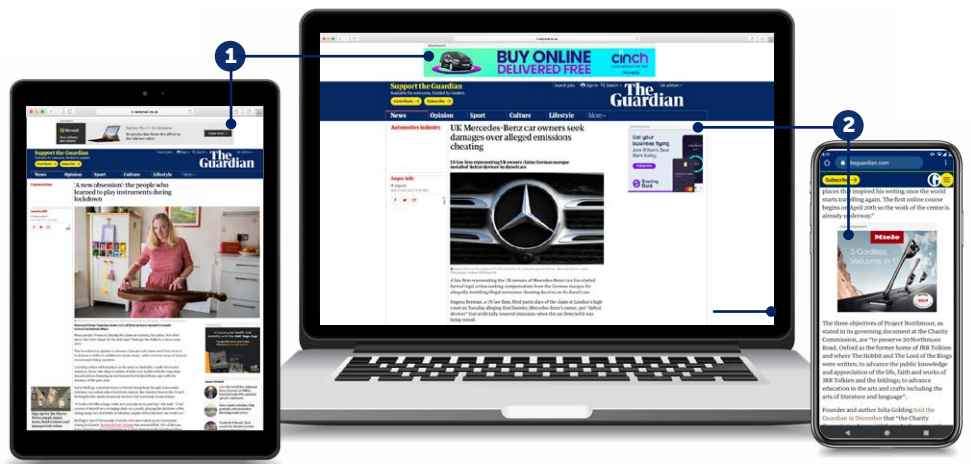
Banner Packages with *The Guardian* are ad impressions served across *The Guardian* website in standard ad formats. These ads appear across the pages of the *The Guardian* depending on a brand's requirements of volume, contextual placement, demographic, location and socio economic target group. These 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.

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

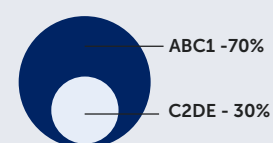
Prices subject to demand and economies are available depending on requirement/volume of impressions

## DISTRIBUTION

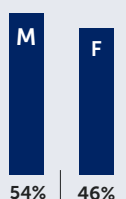
- 47m average monthly unique visitors to *The Guardian*
- PCA provided within 30-days of impressions being served
- Available nationwide

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC

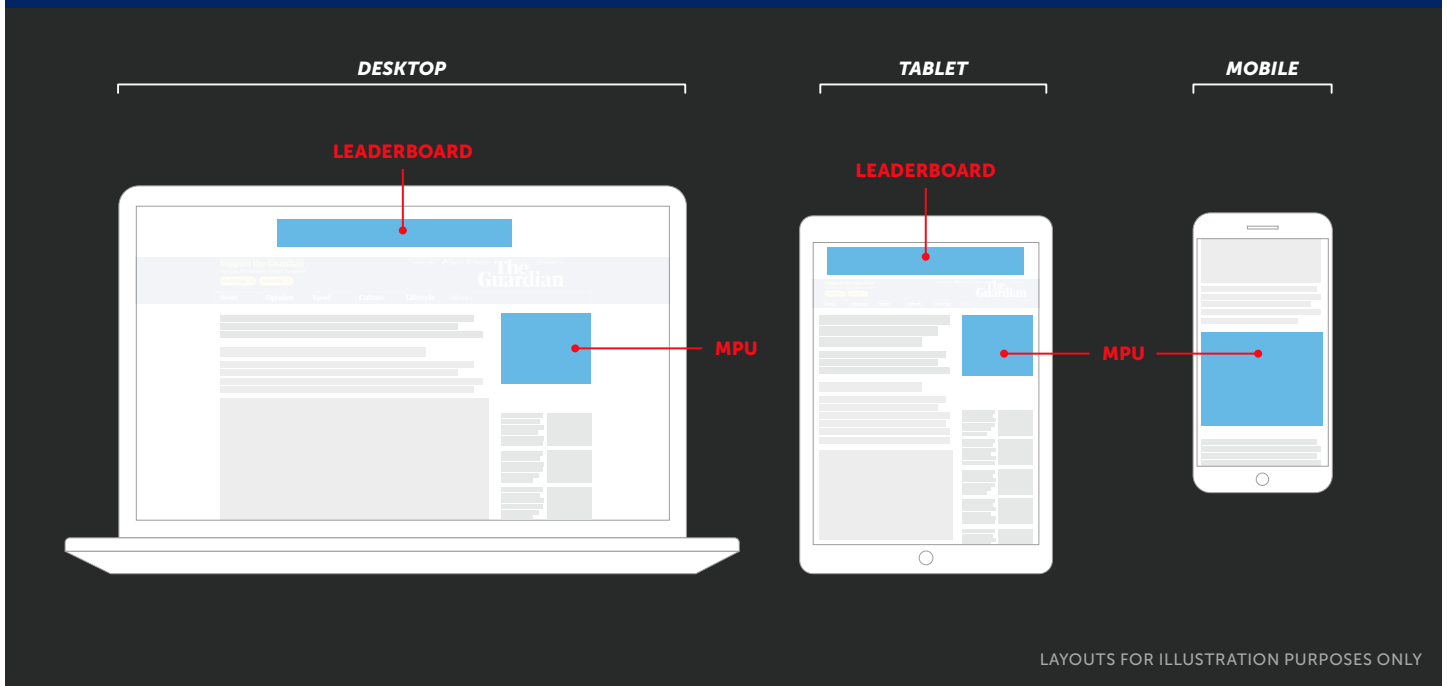


### GENDER



[CLICK HERE TO VISIT THEGUARDIAN.COM](https://www.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) cannot loop, 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

- Confirm your order. After your order is received, the artwork specification will be emailed by the Production team
- Fill in the supplier brief, which includes defining your ideal live date. If included in your booking, define your target audience e.g. Women, 25-44, living in London, gym-goers. Define your KPIs e.g. sign ups, ticket sales, clicks
- Completed artwork should be sent to the team by the given deadline (one week ahead of the live date) 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 and can appear in different advertising positions on the site

## SUPPLYING CONTENT

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