

Hosted

Native Content Promotion on The Guardian

The
Guardian Labs

What is hosted?

'Hosted' is our native product which publishes your brand's original content directly on the Guardian.

We can host your articles, video or picture galleries on beautifully designed pages which will be promoted across mobile, tablet and desktop with a CTA (call to action)/click out to your site.

We will host:

4 x pieces of content (either one type or a mixture of the above)

For: 4-6 weeks

KPI target: 10,000 global UU's (exc US & Aus)

Promoted: Across the global Guardian site



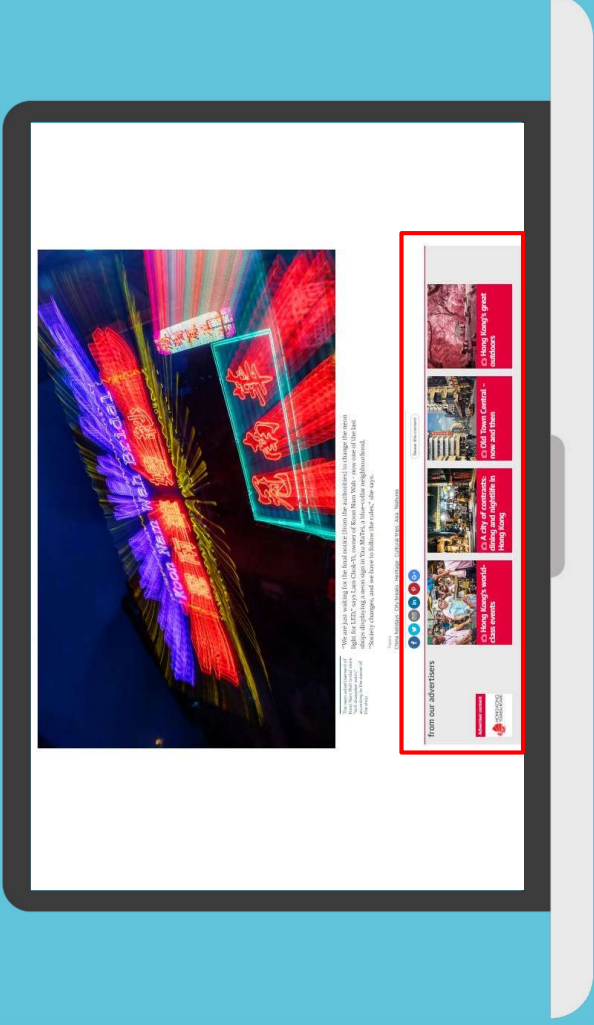
How will the content be promoted?

Your content will be served across theguardian.com using hosted promotional containers. The container will feature the four pieces of content and will be placed among the best of Guardian's editorial. This ensures your content reaches our progressive global audience.

We need a minimum of 4 pieces of content to be able to promote it in a container (see opposite example).

It is possible to upscale with multiples of 4 pieces of content ie 8, 12 etc*

*Please note this will be at an additional cost and to be discussed with your account manager.



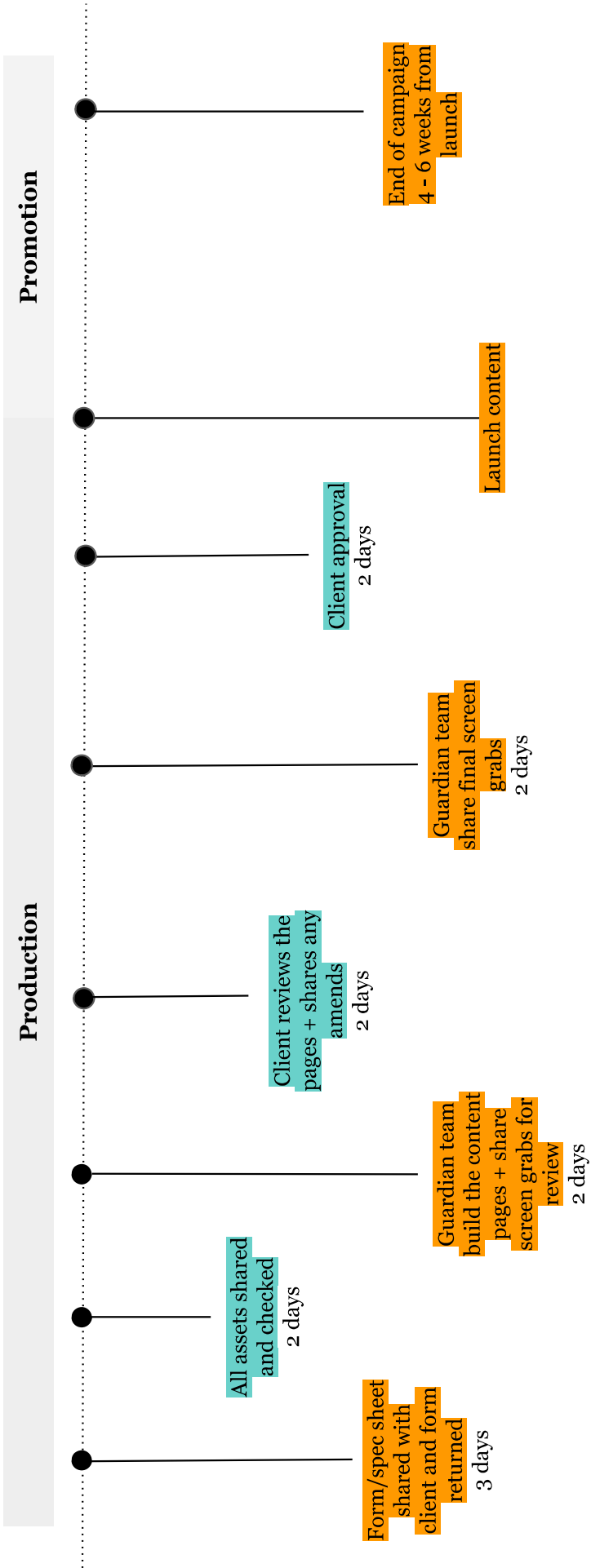
Hosted promotional container

Process and production



Hosted timings

Content can be live within a two week production window following receipt of campaign assets



CTA Banner on content

Asset requirements

Using client assets, we will create a call to action banner which will run at the bottom of each piece of content.

Assets needed: image, logo and copy.

Image:

Ensure the subject is located in the left hand side of the image, as on mobile it will crop from the right. Picture should have no text. Please provide us with a click tracker if you would like to track. Size: 1300 x 375 px.

Logo requirements:

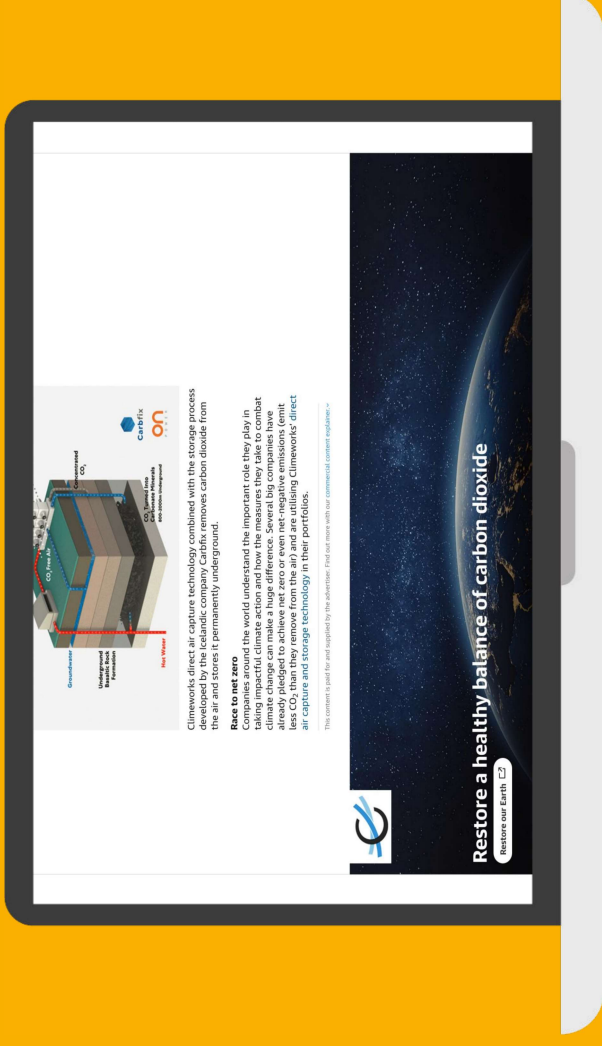
uploaded at 140 x 90 px ratio. EPS format.

Copy:

Please also provide a short call to action, ie “for more information go to XXXX”

We will create and share a Google Drive folder where your assets can be uploaded.

The spec sheet provided will give you more detail on the elements you will need to supply.



Article - example

Asset requirements

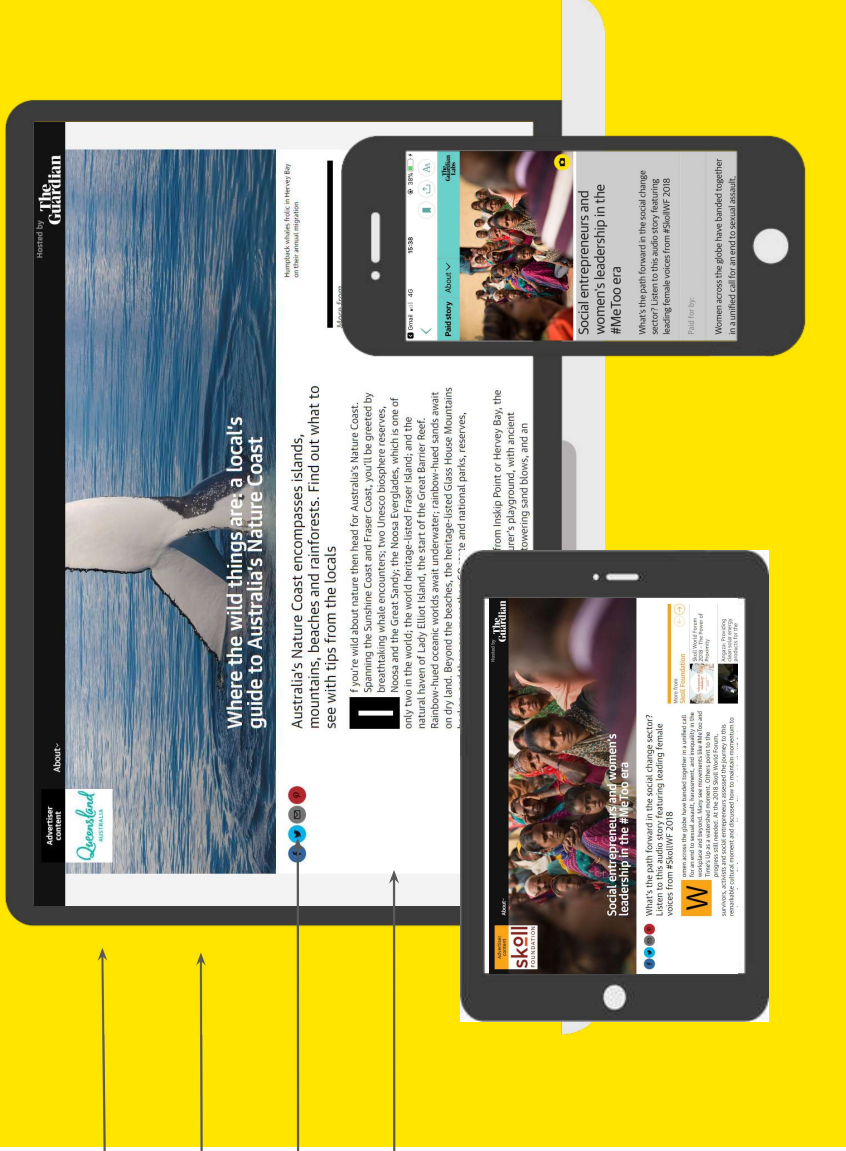
Hero Image 1300 x 375 . This must be unique to the article.

Title 55 characters max. This must be unique to the article.

Introduction/Standfirst 155 characters max.

Copy we recommend 600 words or less.

2-3 Images minimum width of 600px (jpg).



Picture gallery - example

Asset requirements

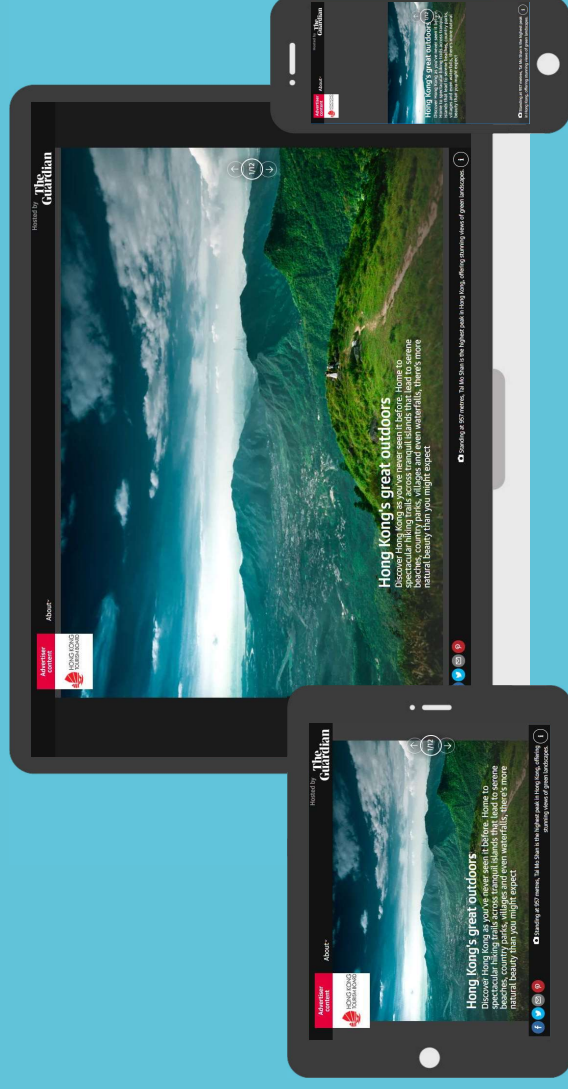
5-10 Images minimum width of 600px (jpg)

Image title 55 characters max

Image descriptions/captions 155 characters max

Title 55 characters max

Introduction/Standfirst 155 characters max



Video - example

Asset requirements

Video holding image - This will appear when the page loads. Image size: min 1920 wide, 16x9 ratio. .jpg

Video file MP4 or youtube link

Title 55 characters max

Description 155 characters max

