DISPLAY AD BANNER PACKAGES WITH *Mail*Online

Banner Packages with *MailOnline* are ad impressions served across the *MailOnline* website in standard ad formats. These ads appear across the pages of the *MailOnline* and can be tailored 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.

MailOnline is one of the world's largest English speaking newspaper websites, with more than 252m unique browsers around the world. The *MailOnline* also boasts an affluent readership with 62% who are ABC1, 60% of whom come direct to the website rather than via search engines and it reaches over 75% of the online population.

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 *MailOnline* are an ideal shop window for brands and organisations to benefit the *MailOnline's* robust editorial environment, a mass engaged readership and crucially the gravitas of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- 49% of MailOnline's audience is between 18-44 years old
- The average visitor spends x2 longer per month on *MailOnline* than other newsbrand websites
- The amount of mums that are reached each month is 65%

24.9m
average monthly unique visitors to *MailOnline*

49
minutes is the average time spent reading *MailOnline* per month

62%
of MailOnline's audience are ABC1

AND IT WORKS...

I SAW IT FIRST

GOAL: Increase return on ad spend, achieving an ROI of 4:1

APPROACH: Levarage MailOnline 1st party audience data by targeting users with an affinity for fashion and beauty

RESULTS: Continuous optimisation and audience targeting delivered an ROI of 8:1

Jet2holidays
Package holidays you can trust

GOAL: Drive users to the summer sale page

APPROACH: Utilise data from MailOnline and Visual DNA to target users in the market for short-haul and budget holidays

RESULTS: Achieved a CTR of 0.20% – higher than industry standard

Case studies provided by MailMetroMedia

RATE CARD

1 million impressions (minimum order)

POA

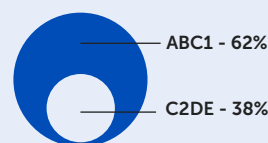*Impressions can be served across all formats: leaderboard ❶, skyscraper ❷, MPU ❸ and mobile ❹*

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

DISTRIBUTION

- 4.5m average daily unique visitors and 24.9m average monthly unique visitors to *MailOnline*
- PCA can be provided within 30-days of impressions being served
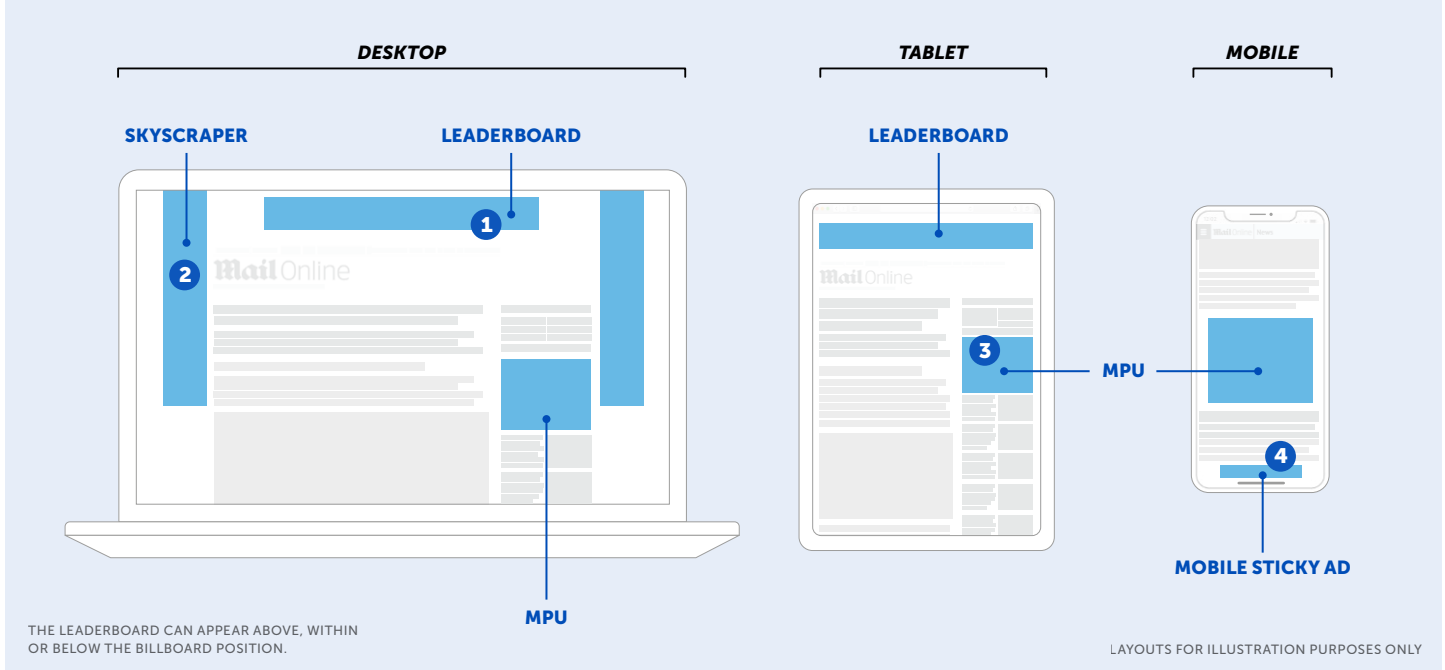- Available nationwide

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC

- ABC1 - 62%
- C2DE - 38%

GENDER

M 44% F 56%

CLICK HERE TO VISIT MAILONLINE

ADVERTISING POSITIONS

DESKTOP

SKYSCRAPER   LEADERBOARD

② ①

TABLET

LEADERBOARD

③ MPU

MOBILE

MPU ④

MOBILE STICKY AD

MPU

THE LEADERBOARD CAN APPEAR ABOVE, WITHIN OR BELOW THE BILLBOARD POSITION.

LAYOUTS FOR ILLUSTRATION PURPOSES ONLY

ADVERT SPECIFICATION

① **LEADERBOARD:** 728px (w) x 90px (h)

② **SKYSCRAPER:** 120px (w) x 600px (h)

③ **MPU:** 300px (w) x 250px (h)

④ **MOBILE STICKY AD:** 320px (w) x 50px (h)

SPECIFICATION:
- **Max file size (for image loading):** 300kb 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 *MailOnline* i.e. any ads that are mostly white must a 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 *MailOnline's* AdOps team
- Impressions will deliver on MailMetroMedia's owned and operated properties and can appear in different advertising positions on the site
- A dedicated programmatic trader will monitor your highly targeted 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 by *production@hurstmediacompany.co.uk* after booking. Your content can be emailed to *digital@hurstmediacompany.co.uk*

TERMS & CONDITIONS

- All bookings are made subject to Hurst Media's Terms & Conditions of Advertising, which are available by clicking   .
- 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 *MailOnline*'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   .