GUARANTEED CLICK THROUGHS FROM *The Sun*

SERVED BY Apple News

Guaranteed click throughs from *The Sun* are served by Apple News. These clicks are driven by way of ad units which appear on *The Sun* channel on Apple News and are guaranteed to drive traffic to advertiser's websites – these ad units are published alongside the *Sun's* editorial content until they achieve the required amount of guaranteed clicks for the benefit of advertising partners.
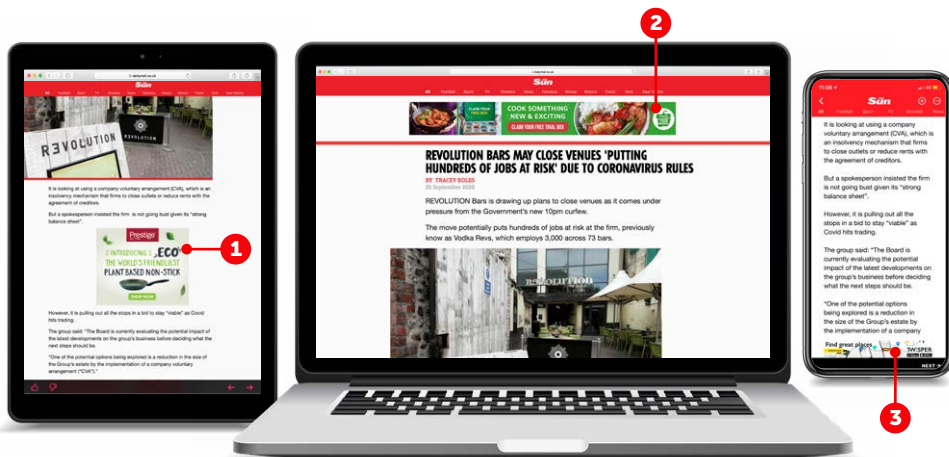
Apple News is the number one news app in the world, and these ads will have exposure to 5.9 million active subscribers to *The Sun* on Apple News. Apple News' content is also curated by real people (not algorithms), boosting the trust and quality of the content the ads will sit between.

These guaranteed click campaigns works with fixed pricing, meaning that you only pay for the direct benefit and click throughs you receive, making running a campaign through us all-the-more cost effective and reliable.

The Sun's channel on Apple News is the ideal shop window for brands and organisations to benefit from a trusted news platform, an engaged mass readership and the guarantee of driving click throughs to a landing page of choice to drive sales.

PARTICULARLY CONSIDERING

- *The Sun* is one of the UK's top publishers on Apple's native News app
- Apple News' content is curated by humans not machines, taking into account a publication's trustworthiness
- *"Apple News prioritizes a news sources' reputation and value of its content over the propensity of its headlines to garner tweets and likes."* – Tim Cook, Apple CEO

5.9m
Monthly active users to *The Sun* on Apple News

85m
Monthly active users on Apple News

5b
articles read per month on Apple News

#1
Apple News is #1 news app in the world

RATE CARD

3,000 clicks (minimum order)

POA

Clicks can be served across all formats: MPU ❶, leaderboard ❷ and mobile ❸

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

CLICK <u>HERE</u> TO DOWNLOAD THE APPLE NEWS APP

DISTRIBUTION

- 1.2m average daily users and 5.9m+ subscribers to *The Sun* on Apple News
- Available nationwide across iPad, iPod Touch, iPhone and devices running on iOS9 and higher
- PCA provided within 30-days of clicks being served

DEMOGRAPHICS

AGE		
18-24		14%
25-34		21%
35-44		23%
45-54		21%
55+		21%

GENDER   ♀ 46%   ♂ 54%
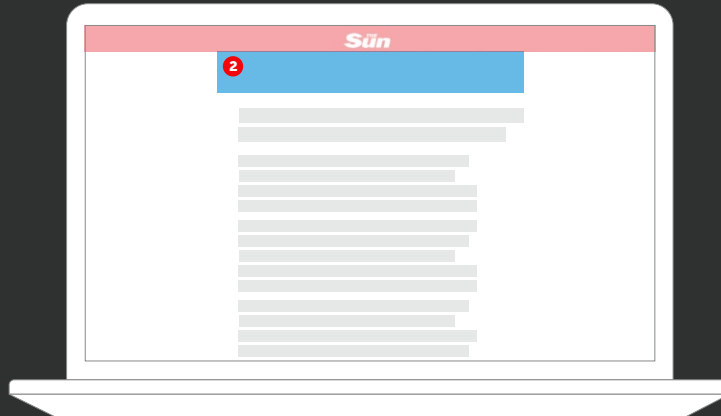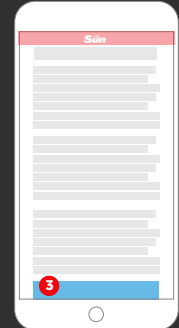
The Sun readership on Apple News

MPU (ON ALL DEVICES)   **LEADERBOARD** (ON DESKTOP AND TABLET ONLY)   **MOBILE** (ONLY)

LAYOUTS FOR ILLUSTRATION PURPOSES ONLY

ARTWORK SPECIFICATION

RECOMMENDED SIZE:

❶ **MPU:** 300px (w) x 250px (h)

ADDITIONAL SIZES:

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

❸ **MOBILE:** 320px (w) x 50px (h)

TECHNICAL SPEC:
- Acceptable formats: **JPEG, PNG or GIF**
- Max file size (for image loading): **200kb**
- Resolution: **72dpi**

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

Any standard IAB format is suitable for this booking, but the above formats typically garner the best performance, with the MPU typically delivering the best clickthrough rate.

PROCESS

- After your order is received, the full 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 ad(s) to clickthrough to
- Received artwork will be submitted to *The Sun*'s digital team and reviewed by Apple News
- Ads appear within articles by *The Sun* on Apple News, and serve impressions until guaranteed clicks are received

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*

TERMS & CONDITIONS

- All bookings are made subject to Hurst Media's Terms & Conditions of Advertising, which are available by clicking here.
- Ads are subject to review against Apple's Content Guidelines which can be read here. These guidelines include Restricted and Prohibited content, and General guidelines such as suitable image quality and no spelling mistakes. Ads that do not meet the guidelines will be rejected, and will need to be amended and resubmitted.
- 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.