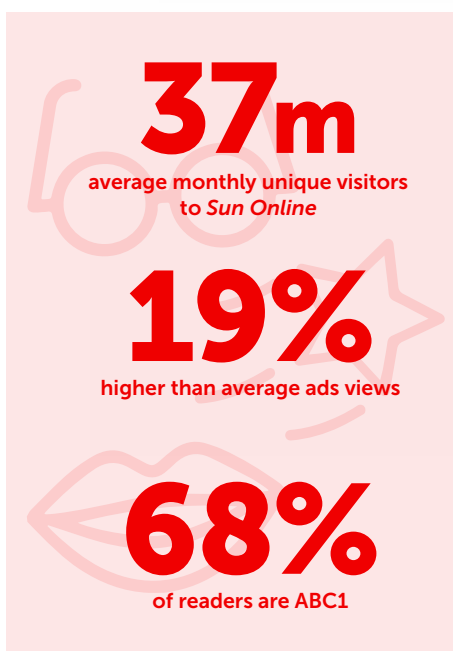# DISPLAY AD BANNER PACKAGES WITH THE SUN ONLINE

Banner Packages with the *Sun Online* are ad impressions served across the *Sun Online* website in standard ad formats. These ads appear across the pages of the *Sun Online* and can be tailored depending on a brand's requirements of volume and location. 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.

The *Sun Online* is one of the UK's top digital newsbrands, with more than 37 million monthly unique visitors. As a brand, it reaches 14 million 18-54 females.

Banner Packages with the *Sun Online* are an ideal shop window for brands and organisations to benefit the *Sun Online's* robust editorial environment, a mass engaged readership and crucially the gravitas of appearing on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- *The Sun Online* readers have 3 conversations a day on average about food and drink.
- In a typical week, *Sun Online* readers are involved in a staggering 16 million conversations about children's products.
- Around £1 in every £7 spent on groceries is spent by a *Sun Online* reader.
- Health & Fitness is one of the most engaged channels from Fabulous readers

37m
average monthly unique visitors to *Sun Online*

19%
higher than average ads views

68%
of readers are ABC1

AND IT WORKS...

vodafone

GOAL: To promote a gigaband broadband deal, directing people online to check postcode and deals available & sign up

APPROACH: Utilise data from Sun Online to target users in the specific areas the deal is available in

RESULTS: Achieved a CTR of 1.78% (3x more than the industry average of 0.60%)

SJK Travel2airport

GOAL: To increase bookings on the app

APPROACH: Running 2 messages each month, split across IOS & Android

RESULTS: Campaign fairly even spilt with 46.2% iOS users and 53.8% Android users. CTR 1.3%, twice above the average of 0.60%

Case studies provided by NewsUK

RATE CARD

**1 million impressions (minimum order)**

POA

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

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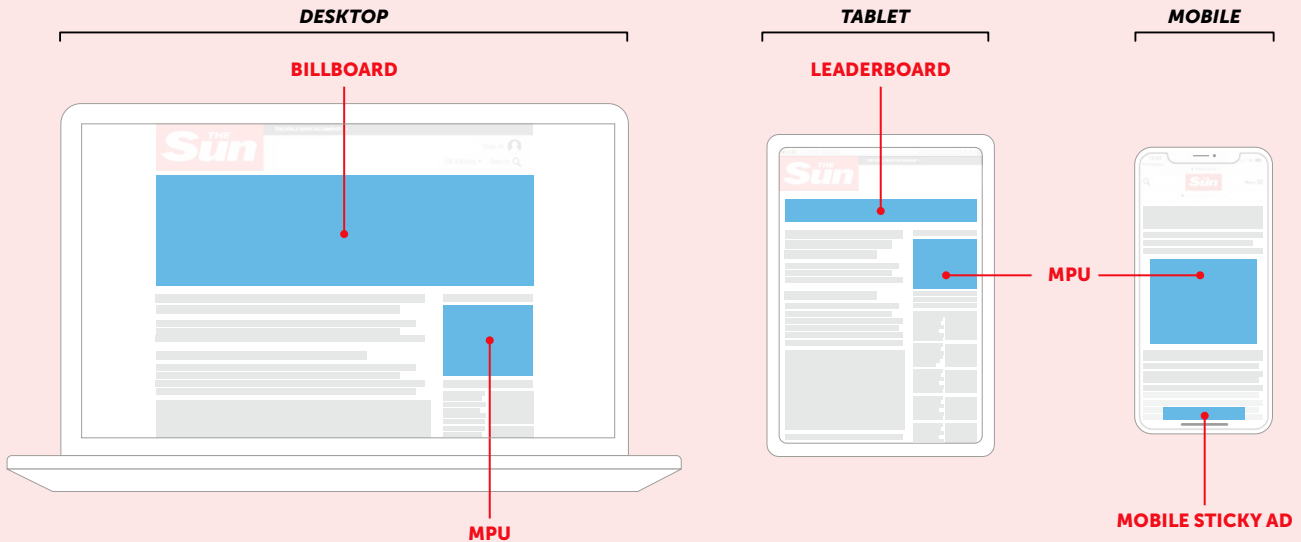
DISTRIBUTION

- **37m average monthly unique visitors to *Sun Online***
- **PCA provided within 30-days of impressions being served**
- **Available nationwide**

DEMOGRAPHICS

GENDER

F 70%   M 30%

AGE

15-24	15%
25-34	23%
35-44	20%
45-54	26%
55+	16%
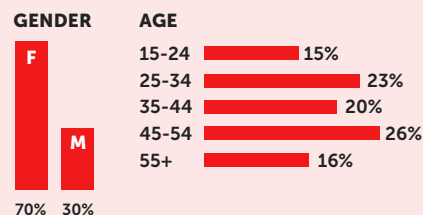
CLICK HERE TO VISIT SUN ONLINE

ADVERTISING POSITIONS

DESKTOP

BILLBOARD

MPU

TABLET

LEADERBOARD

MPU

MOBILE

MPU

MOBILE STICKY AD

LAYOUTS FOR ILLUSTRATION PURPOSES ONLY

ADVERT SPECIFICATION

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

2 MPU: 300px (w) x 250px (h)

3 BILLBOARD: 970px (w) x 250px (h)

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

SPECIFICATION:

- **Max file size (for image loading):** 50kb 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 *Sun Online* 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.
- 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.
- Define your target audience e.g. Women, 25-44, living in London, gym-goers. Define your KPIs e.g. sign ups, clicks.
- Content required is the ad artwork and the brief containing the details of the campaign (i.e. clickthrough link, targeting). Received content will be submitted to *Sun Online's* AdOps team
- Impressions will deliver on thesun.co.uk per the campaign.
- A dedicated programmatic trader will monitor your campaign, continuously optimising towards the best performance.
- A report will be available at the end of the campaign.

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 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 *Sun Online*'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.