

# GUARANTEED CLICK THROUGHGS

SERVED BY **METRO.co.uk**



Guaranteed click throughs from *Metro.co.uk* are served across the *Metro.co.uk* mobile app in standard ad formats. These clicks are driven by way of ad units which appear on *Metro.co.uk* and are guaranteed to drive traffic to advertisers' websites – these ad units are published alongside the *Metro.co.uk*'s editorial content until they achieve the required amount of guaranteed clicks for the benefit of advertising partners. This is to afford brands maximum visibility, a trusted environment and to drive traffic to a chosen weblink.

As *Metro.co.uk* has 1.4 million daily unique visitors, click throughs reach an extensive audience. Furthermore, with 68% ABC1 readers, *Metro.co.uk*'s affluent readers are willing to spend more to purchase the best products for themselves and loved ones.

These guaranteed click campaigns work 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.

Click Packages with *Metro.co.uk* are an ideal shop window for brands and organisations to benefit from the *Metro.co.uk*'s robust editorial environment, a mass engaged readership and the guarantee of driving click throughs to a landing page of choice to drive sales.

## PARTICULARLY CONSIDERING

- UK audiences are mobile first, over 1.25 million users come direct to the app every day
- 3 in 4 say *Metro.co.uk* is trustworthy
- 48% are likely to be impulse shoppers



**83min**

per month on the website

**1.9m**

daily UK website users

## RATE CARD

**1,000 clicks (minimum order)**

**POA**

Clicks can be served across MPU ① and mobile ②

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

## DISTRIBUTION

- Over 1.9m daily users on the website
- Available nationwide
- PCA provided within 30-days of clicks being served

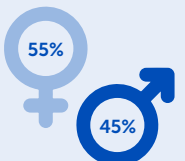
## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC

ABC1 — 66%

C2DE — 34%

### GENDER

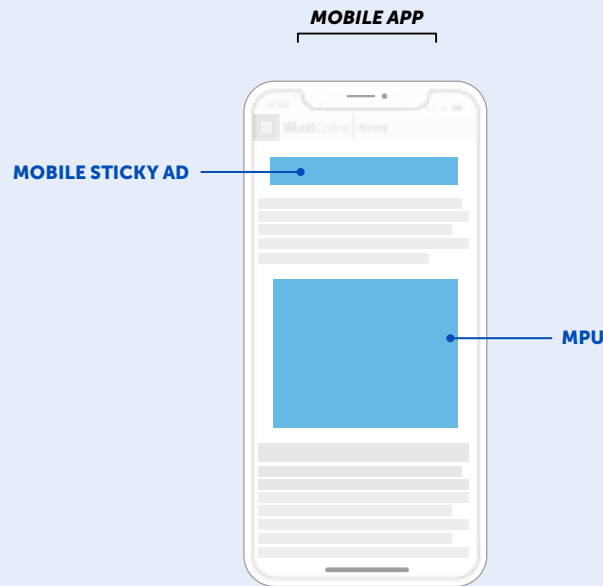


### AGE

Age Group	Percentage
18-44	41%
45+	59%

**CLICK HERE TO DOWNLOAD THE METRO.CO.UK APP**

## ADVERTISING POSITIONS



LAYOUTS FOR ILLUSTRATION PURPOSES ONLY

### ARTWORK SPECIFICATION

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

**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

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 *Metro.co.uk* i.e. any ads that are mostly white must have a distinct 1 pixel dark border to separate it from onsite content

### PROCESS

- After your order is received, the artwork specification will be emailed by the Production team.
- Define 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 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 *Metro.co.uk*'s AdOps team.
- Impressions will be served on MailMetroMedia's owned and operated properties until guaranteed clicks are received, and can appear in different advertising positions on the site.

### 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](mailto: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](#).
- 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 *Metro.co.uk*'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](#).