

## AP CONTENT SERVICES

# Digital advertising specifications

Promote your brand on AP's digital properties with advertising alongside top news from around the world. We offer a variety of formats and placements to suit your goals.

## DISPLAY ADVERTISING

### Desktop web formats

970 x 250 billboard  
970 x 90 super leaderboard  
728 x 90 leaderboard  
300 x 600 half page  
300 x 250 medium rectangle

### Mobile web formats

300 x 250 medium rectangle  
320 x 50 mobile web banner

### Tablet web formats

728 x 90 leaderboard  
300 x 250 medium rectangle

### Mobile app formats

320 x 50 (640 x 100 retina) adhesion unit  
300 x 250 (600 x 500 retina) medium rectangle

### Tablet app formats

728 x 90 (1456 x 180 retina) leaderboard  
300 x 250 (600 x 500 retina) medium rectangle

### Web details

- Max file size: 200 KB for desktop, 50 KB for mobile web.
- File type: Web files must be JPEG, GIF, animated GIF or HTML5 at 72 dpi. No flash files are accepted. All HTML5 files must have a backup image in the same size and a click-through link.
- Tags accepted: Third-party tags are accepted (standard, JavaScript and rich media tags).
- Animation: Three loops maximum, 15 seconds maximum for all host-initiated animation.
- Rich media and expandable units: Inquire for guidelines.

### Mobile app details

- Max file size: 50 KB.
- File type: Mobile app ad files must be JPEG or GIF at 72 dpi. No flash files, redirect links or in-banner video.
- Tags accepted: Third-party tags are accepted (standard, JavaScript and rich media tags).
- Animation: Three loops maximum, 15 seconds maximum for all host-initiated animation.
- Retina sizing: Retina sizes are preferred to ensure proper display on all devices.
- Rich media and expandable units: Inquire for guidelines.

NOTE: If your ad has a white or gray background, a one-pixel border is required.

## VIDEO ADVERTISING

### Video formats

Pre-roll/mid-roll AP News  
Pre-roll AP YouTube channel  
Native video AP News, AP native ad network  
Custom video Facebook, Instagram, YouTube

### Video details (Connatix player)

- Max file size: 100 MB.
- Dimensions: 1280 x 720 responsive to page.
- Ratio: 16:6.
- File type: MP4.
- Duration: 5-120 seconds.
- Frames per second: 24.
- Tags accepted: VAST 2.0, VAST 3.0, VPAID 3.0.

### Video details (YouTube)

- Max file size: 512 MB.
- Ratio: Native aspect ratio w/o letterboxing (4:3, 16:9).
- File type: MP4.
- Duration: Minimum 12 seconds, maximum six minutes for skippable. 15 seconds for non-skippable.
- Tags accepted: VAST 3.0 only for skippable. VAST 2.0 or 3.0 for non-skippable.
- Preferred video codec: H.264, MPEG-2 or MPEG-4.
- Preferred audio codec: MP3 or AAC.
- Optional: 300 x 60 companion banner for YouTube.

### Video details (native video)

- Max file size: 2 GB.
- File type: MP4.
- Tags accepted: VAST 1.0, 2.0, or 3.0 with support for VPAID 1.0 or 2.0.
- Duration: 15-30 seconds is ideal, three minutes maximum.
- Preview image: JPEG, PNG or GIF at 800 x 600 recommended minimum, 3 MB maximum size.

### Video details (custom video)

Inquire for custom video promotion specs.

## AUDIO ADVERTISING

### Audio formats

30-second post-roll newscasts  
15-second pre-roll podcasts  
15-second mid-roll podcasts  
15-second post-roll podcasts

### Audio details (newscasts)

- Max file size: 2 MB.
- File type: MP3s only, normalized to -16 dB.
- Duration: 30 seconds or less, 15 seconds preferred.
- Tags accepted: Basic 1 x 1 GIF tracking pixels such as DoubleClick.

### Audio details (podcasts)

- Max file size: 1 MB.
- File type: WAV or MP3s only, normalized to -16 dB.
- Duration: 15-30 seconds preferred.
- Tags accepted: No tags accepted.

## NEWSLETTER ADVERTISING

### Newsletter formats

970 x 550, 970 x 250, 300 x 250 required sizes  
728 x 90, 160 x 600, 300 x 600 optional sizes

### Newsletter details

- Max file size: 250 KB.
- File type: PNG, JPEG or GIF.
- Tags accepted: Third-party tags and 1 x 1 tracking tags are accepted.
- Animation: Three loops maximum, 30 seconds maximum, five frames per second.

NOTE: If your ad has a white or gray background, a one-pixel border is required.

---

## NATIVE ADVERTISING

### Native formats

Native article [AP News, AP native ad network](#)  
Native display [AP News, AP native ad network](#)  
Native video [AP News, AP native ad network](#)

### Native details (ad unit)

- **Name:** Exact advertiser name.
- **Logo:** 150 x 75 transparent logos only, PNGs preferred, larger logos will be resized.
- **CTA link:** Call-to-action URL that directs to your site.
- **Headlines:** Three to five headlines for A/B testing, 100 characters maximum.
- **Preview images:** PNG or JPEG (maximum 3 MB each), up to four to five images for A/B testing.
- **Preview text (optional):** Up to 200 characters of preview text for desktop, 69 characters for mobile.
- **Third-party tracking (optional):** Third-party tracking is permitted upon request for all native units. All tags are accepted.

### Native details (article page)

- **Article text:** 5,000 characters maximum (letters and spaces). Roughly 600-900 words recommended.
- **Additional images/videos for the article page (optional):** No more than eight photos and three videos recommended per article, commensurate with text length. Images must be PNG or JPEG. YouTube/Vimeo embed URLs, MP4, WebM, MOV or Quicktime formats are accepted for video.
- **Photo gallery (optional):** Optional slideshow within article. Each photo includes a headline, description, credit and click URL.
- **Display banners (optional):** No rich media, static banners only. 728 x 90 and 300 x 250/300 x 600 units recommended. JPEG or GIF files at 72 dpi.
- **Facebook and Twitter widget embeds (optional):** Please provide Twitter widget ID and Facebook page links if you would like these social widgets embedded in the right rail of the article page. Please note that these widgets will pull in all live posts from your feed.

### Native details (video)

- **Max file size:** 2 GB.
- **File type:** MP4.
- **Tags accepted:** VAST 1.0, 2.0, or 3.0 with support for VPAID 1.0 or 2.0.
- **Duration:** 15-30 seconds is ideal, three minutes maximum.
- **Preview image:** JPEG, PNG or GIF at 800 x 600 recommended minimum, 3 MB maximum size.

## SPONSORSHIPS

### Sponsorship formats (all sizes required)

970 x 250 billboard  
970 x 90 super leaderboard  
728 x 90 leaderboard  
300 x 600 half page  
300 x 250 medium rectangle  
320 x 50 mobile web banner  
150 x 75 "presented by" logo  
Other additional items depending on the package

### Sponsorship details

- **Display banners:** See details for display banners on page one.
- **Logo:** Horizontal transparent logos only (JPEG or PNG). Please also provide white and black versions of the same logo as backups. Please provide a full call-to-action URL for the logo click-through. Third-party tracking is available upon request.
- **Other:** Additional inclusions depend on the sponsorship package.

NOTE: Please inquire for social media and high-impact advertising specifications.

---

## TALK TO US

[contentservices@ap.org](mailto:contentservices@ap.org)