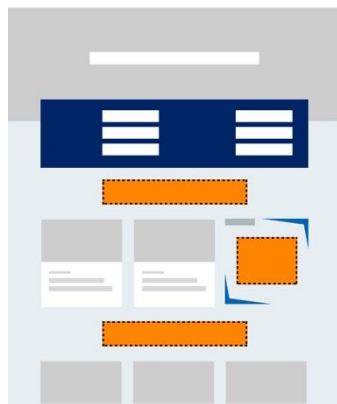


## Advert Placements – Cost per month

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### Home Page

There is placement for up to two leaderboards adverts as well as one MPU within the featured news section.

**Leader Board: £1,820 +VAT**

**MPU: £ 1,160 + VAT**

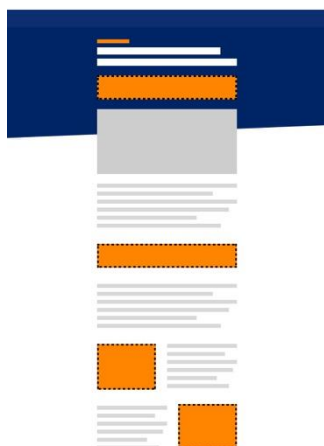


### News Index

There is placement for up to two leaderboards adverts as well as one MPU within the featured news section.

**Leader Board: £1,820 + VAT**

**MPU: £ 870 + VAT**



### News Article

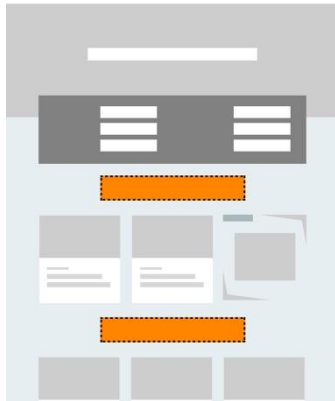
There is a featured leaderboard at the top of the page before the featured image. Then there can be several content break leaderboards, and in-situ MPU's placed within a news article.

**Leader Board: £1,820 + VAT**

**MPU: £ 580 + VAT**

## Ad Types & Sizes

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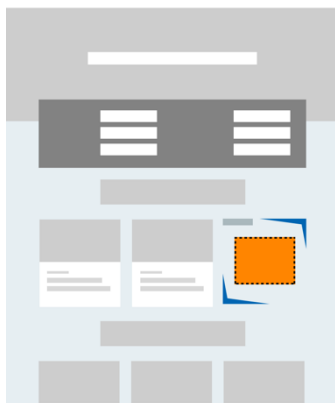


### **Leaderboard - 728x90** *(320x50 on mobile)*

These are placed between sections on the home page and news index. They are also present on news articles, above the featured image and can be used as content breaks throughout an article.

#### **NOTE**

When supplying artwork for a leaderboard ad, you need to supply two pieces of artwork. One for desktop (728x90) and one for mobile (320x50).



### **MPU – 300x250**

These are placed within the flow of news cards on the home page and news index. They are also present on news articles where the article content flows around the MPU. The same artwork is used on mobile.

## What to supply

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### **Please supply your ads with the following specifications:**

Format: JPEG, GIF or PNG  
Maximum File Size: 100kb

We do not currently support animated GIF ads or HTML5 ads.

The graphic adverts uploaded should comply with the [Better Ads Standards as defined by the Coalition for Better Ads](#). From February 15 2018 the Chrome browser will block adverts that don't comply to this standard.