



The Economist Group

Digital Advertising Specifications
2026

The Economist Group

Economist Digital Creative Guidelines

	Ad Format	Size	File Type	JPG/GIF file size	Initial Load	Max Load Video	Creative Animation	Desktop	Mobile Web	Mobile AMP	Mobile APP	Audio	In - Banner Video	Additional Information
Advertising Ad Formats	Billboard	970x250	JPG/GIF/ 3rd Party Ad Tag / HTML5	150KB	200KB	1MB	30 Seconds/3 Loops Max	Y	N	N	N	Audio must be user initiated. Audio to not exceed -12db	Must be 3rd party Ad Served. Video must be on auto mute. Must contain volume, play and pause button.	<p>All assets must include a 1 pixel black border</p> <p>A maximum of 5 creatives per rotation</p> <p>All assets must be delivered 5 working days for internal testing / client approvals</p> <p>HTML5 must come in a complete zip bundle with embedded click tags and back up images</p> <p>https://support.google.com/admanager/answer/7046799?hl=en</p>
	MPU	300x250	JPG/GIF/ 3rd Party Ad Tag / HTML5	150KB	200KB	1MB	30 Seconds/3 Loops Max	Y	Y	Y	Y			
	DMPU	300x600	JPG/GIF/ 3rd Party Ad Tag / HTML5	150KB	200KB	1MB	30 Seconds/3 Loops Max	Y	N	N	N			

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Advertising Ad Formats	Mobile Web & App Interscroller	Device Responsive 768 x 1230	Video 9:16 / 16:9 Images & Logos 1x1 URL Trackers PSD files (layered)	JPG, PNG, MP4	NA	40MB	30 Seconds	N	Y	N	N	Audio allowed, must be user initiated. Audio to not exceed -12db	Must be 3rd party Ad Served. Video must be on auto mute. Must contain volume, play and pause button.	All assets must include a 1 pixel black border A maximum of 5 creatives per rotation Mobile Interscroller assets must be supplied 10 working days in advance for internal testing / client approvals All other assets must be delivered 5 working days for internal testing / client approvals
	Audience Extension	970x250, 300x600, 300x50, 320x50, 320x480	JPG/GIF/ 3rd Party Ad Tag / HTML5 / MRAID	75-100KB	200KB	1MB	30 Seconds/3 Loops Max	N	Y	Y	Y			
	The World in Brief	Mobile 300x250 Online 970x250 & 300x250	MPU (App) Billboard & MPU (The World in Brief) JPG/GIF/ 3rd Party Ad Tag / HTML5 / MRAID	75-100KB	200KB	1MB	Billboard / MPU 30 Seconds/3 Loops Max	Y	N	N	Y			

	Ad Format	Size	File Type	File Requirements	Initial Load	Max Load Video	Creative Animation	Desktop	Mobile / Web	Mobile AMP	Mobile APP	Audio	Additional Information
Advertising Ad Formats	Responsive Ad - Red Box Collection	Device Responsive 970x500	Layered PSDs or equivalent or asset pack with direction, for a responsive billboard preferably starting with a 970x500. If other sizes are available it will help shorten design time, Background should use solid color edges Brand style guidelines (optional) TTF, OTF fonts Mp4 1080p quality, mov video files:6 to 10 seconds recommended 16:9 or 1:1 ratio for embedded video AI/Vector, EPS, SVG or PNG logo High res JPG/TIFF images x 2 sizing ideally Animation preferences i.e. storyboard/guide Click-through URLs/Landing page Approved copy CTAs and copy point	Video 16:9 Images & Logos 1x1 URL Trackers PSD files (layered) JPG, PNG, MP4	NA	40MB	30 Seconds	Y	N	N	N	Audio allowed, must be user initiated. Audio to not exceed -12db	All assets must include a 1 pixel black border A maximum of 5 creatives per rotation All assets must be delivered 10 working days for internal testing / client approvals

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Video	In-Content Video	Video Resolution 1920x1080 Ratio 16:9 / 4:3 Max Bitrate - 768kbps Recommended coded: H.264	MP4, MOV, VAST 2.0, 3.0, 4.0 accepted	NA	NA	30 MB	15 & 30 Seconds	Y	Y	N	N	Auto muted	NA	1x1 tracking Quartile tracking. Must not exceed 24 fps A maximum of 5 creatives per rotation
Newsletters	Newsletter Sponsorship	JPEG, PNG Image: Main image (Desktop): 740 x 396px Main image (Mobile): 495 x 260px Logo PNG transparent background - 175 x 62px Headline: Maximum of 26 characters including spaces Body copy: Maximum of 103 characters including spaces CTA: Maximum of 19 characters including spaces * No special characters No text may be overlaid on the image The text should not cover more than 20% of the image The image should not include any logos, buttons or call-to-actions	Image and Text	JPEG / PNG 350KB	NA	NA	Static Image no animation	Y	Y	N	N	NA	NA	All Assets must be delivered 5 working days for internal testing / client approvals Only text may be overlaid on the image. The text should not cover more than 20% of the image. The image should not include buttons or call-to-actions.

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	Ad Format	File Type	Creative Animation	Desktop	Mobile	Mobile AMP	Mobile APP	Audio	In - Banner video	Additional Information
Podcast	Audio Pre, Mid & Post roll	MP3 (at least 192 Kbps) 44 100 kHz Allowed dB levels: Min -9dB / Max -6dB (50% of maximum output)	Audio 30 seconds	Y	Y	N	Y	Y	N	Approved Impression Vendors; (DoubleClick Manager, Podtrac, Addition, Sizmek) 72 hours / 3 days prior launch All other assets must be delivered 5 working days for internal testing / client approvals
Podcast +	Audio	MP3 (at least 192 Kbps) 44 100 kHz Allowed dB levels: Min -9dB / Max -6dB (50% of maximum output)	Audio length: 15 Seconds	Y	Y	N	Y	Y	N	Approved Impression Vendors; (DoubleClick Manager, Podtrac, Addition, Sizmek) 72 hours / 3 days prior launch All other assets must be delivered 5 working days for internal testing / client approvals Music must be included for all sponsorships across the Economist Network Must never use 'we' in relation to The Economist and a brand Audio to begin with: "This episode of [podcast name] is supported by [advertiser]..."
Instagram Reads	Image or Video	Dimensions are 1080x1920 with a 9:16 aspect ratio (Please leave 280px on the top and bottom as a safe zone. This is where our team will overlay features listed above.) Landing page URL (for swipe up link) provide their @ handle	60 Seconds max	N	Y	N	Y	Y	Y	All other assets must be delivered 5 working days for internal testing / client approvals

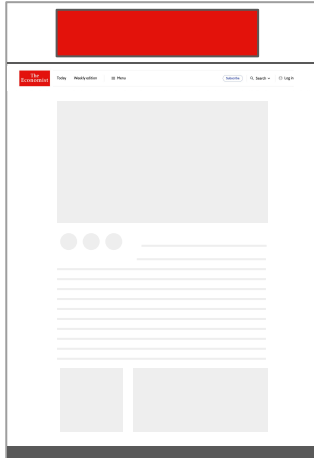
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Ad	Ad Format	File Type	JPG/GIF file size	Initial Load	Creative Animation	Desktop	Mobile / Web	Mobile AMP	Mobile APP	Audio	In - Banner Video	Additional Information
Mobile Weekly Bundle	Full - screen Interstitial Smartphone - 750x1334 Tablet - 2048x1536 and 1536x2048	JPG/GIF/ 3rd Party Ad Tag / HTML5	75-100KB	250KB	30 Seconds/3 Loops Max	N	N	N	Y	N	N	All assets must include a 1 pixel black border A maximum of 5 creatives per rotation All assets must be delivered 5 working days for internal testing / client approvals https://support.google.com/admanager/answer/7046799?hl=en

Digital Social Accelerator Creative Guidelines - LinkedIn

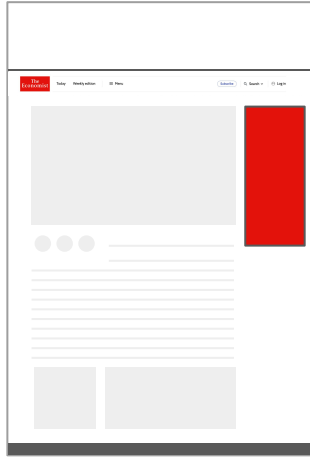
Platform - LinkedIn	Ad Format	Aspect Ratio	Resolution	Max File Size	Duration	Caption/Text Limits	Key Recommendations	Additional Information
Single Image Ad	Static Image Ad	1.91:1 (Horizontal) or 1:1 (Square)	1200×627 (1.91:1) / 1080×1080 (1:1)	5MB (JPG/PNG)	-	Headline: 70 characters Intro text: 150 characters	Use 1:1 for mobile feed optimisation; keep copy concise and B2B-focused	
Video Ad	Video	1:1 (Square), 16:9 (Horizontal), 9:16 (Vertical)	≥1080px	200MB (MP4)	3s–30min (15–30s best)	Headline: 70 characters Intro text: 150 characters	Front-load value; use captions; brand in first 3 sec; vertical for mobile reach	All assets must include a 1 pixel black border A maximum of 5 creatives per rotation All assets must be delivered 5 working days for internal testing / client approvals
Single Images Ad	Carousel Ad	1:1	1080×1080	10MB per card (JPG/PNG)	-	Headline: 45 characters per card; Intro text: 150 characters	Tell a sequential story; strong CTA on final card	

Desktop - Standard Placements



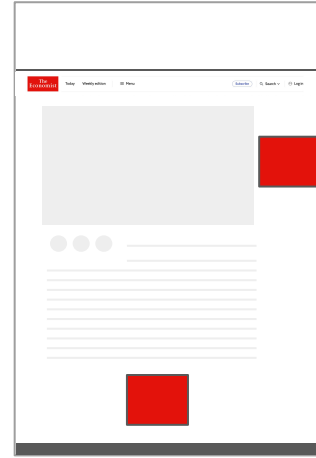
Billboard

Desktop - Appears at the top of the page on Economist.com



DMPU

Desktop - Appears on the right hand rail on Economist.com



MPU

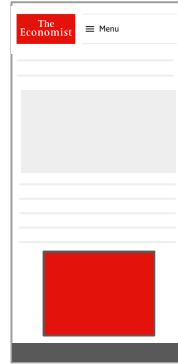
Desktop - Appears on the right hand rail and within the content Economist.com

Mobile - Standard Placements



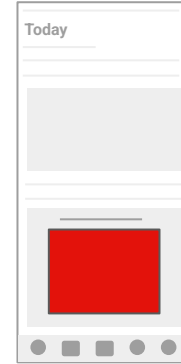
Mobile- Interscroller

Mobile - Full page Advertising creative. Full user interaction and engagement upon scrolling



MPU - Mobile

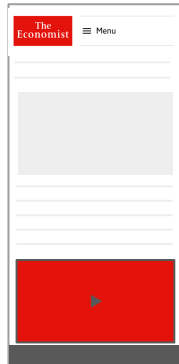
Mobile - Appears within the content Economist.com



MPU - Mobile App

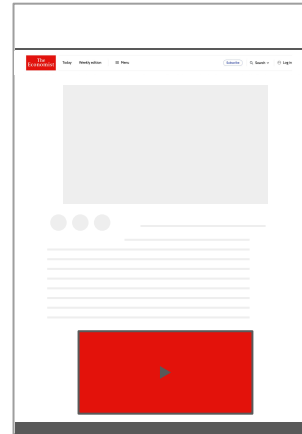
Mobile - Appears across Economist App

Video - Placements



Mobile

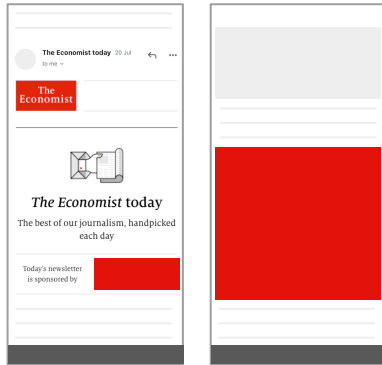
Appears within the content
Economist.com



Desktop

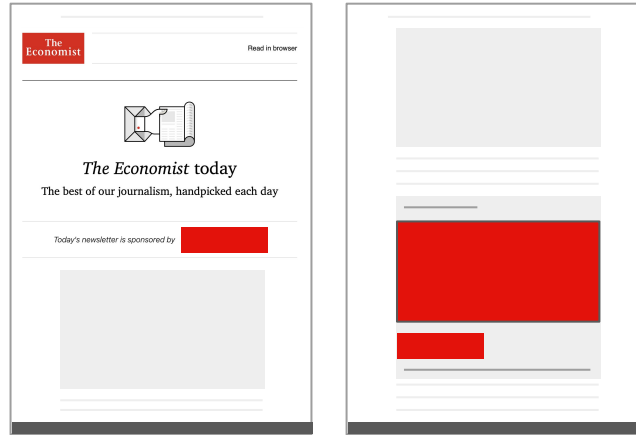
Appears within the content
Economist.com

Newsletter - Custom Placements



Mobile Newsletter

Mobile - sponsorship to Email Opt-in users. Advertisements will be displayed top of the content and within the content



Desktop Newsletter

Desktop - sponsorship to Email Opt-in users. Advertisements will be displayed top of the content and within the content