AP Content Services

DIGITAL ADVERTISING SPECIFICATIONS

AP

Digital advertising specifications

DISPLAY: Web

Desktop
970 x 250

970 x 90

728 x 90

300 x 250

300 x 600

160 x 600

Pre-roll video

Custom high impact video

Mobile
300 x 250

320 x 50

Pre-roll video

Details

Maximum file size: 200 KB for desktop. 50 KB for mobile web.

File type: JPEG, GIF, animated GIF or HTML5 at 72 dpi. No Flash files. HTML5 files require backup image (same size with click-through link).

Tags accepted: Third-party tags are accepted.

Animation: 3 loops max; 15 seconds max for all host-initiated animation.

Rich media and expandable units: Please inquire for specific requests.

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

DISPLAY: Mobile app

Mobile
728 x 90 (tablet leaderboard)

320 x 50 (mobile leaderboard)

300 x 250

320 x 480 (mobile interstitial)

Pre-roll video

Details

Maximum 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: 3 loops max.; 15 seconds max. 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 specific requests.

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Digital advertising specifications

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

AP News details

Maximum file size: 5 MB.

Ratio: 16:9.

File type: MP4., MOV.

Duration: 30 seconds max., skippable after 6 seconds.

Tags: VAST 4.0, VAST 3.0, VPAID 2.0.

Native video details

Maximum 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 recommended; 3 minutes max.

Preview image: JPEG/PNG/GIF at 800 x 600 recommended minimum, 3 MB max. size.

YouTube details

Maximum file size: 512 MB.

Ratio: Native aspect ratio w/o letterboxing (4:3, 16:9).

File type: MP4.

Duration: Minimum 12 seconds; maximum 6 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.

YouTube details (continued)

Preferred video codec: H.264, MPEG-2 or MPEG-4.

Preferred audio codec: MP3 or AAC.

Optional: 300 x 60 companion banner.

Custom video details

Inquire for custom video promotion specifications.

Digital advertising specifications

AUDIO

Formats
Newscasts: 30-second post-roll

Podcasts: 15-second pre-roll

Podcasts: 15-second mid-roll

Podcasts: 15-second post-roll

Newscasts details
Maximum file size: 2 MB.

File type: MP3s only, normalized to -16 dB.

Duration: 30 seconds max., 15 seconds preferred.

Tags accepted: Basic 1 x 1 GIF tracking pixels such as DoubleClick.

Podcasts details
Maximum 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

Formats
Required sizes: 970 x 550, 970 x 250, 300 x 250

Optional sizes: 728 x 90, 160 x 600, 300 x 600

Newsletter details
Maximum 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 max., 5 frames per second.

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

Digital advertising specifications

NATIVE ADVERTISING

Native formats for AP News (site and app) and AP Native Ad Network

Native article details

Article text: 5,000 characters max. (letters and spaces). 600-900 words recommended.

Images/videos for article pages: PNG/ JPEG images only (8 max.). YouTube/Vimeo embed URLs, MP4, WebM, MOV or Quicktime for video (3 max.).

Photo gallery (optional): Slideshow within article. Photos include headline, description, credit and click-through URL.

Display banners (optional): Static 728 x 90, 300 x 250, 300 x 600 banners only. JPEG/GIF at 72 dpi. No rich media.

Facebook/Twitter widget embeds (optional): Social widgets embedded in right rail of article page. Provide Twitter widget ID and Facebook page links. Widgets will pull in all live posts from your feed.

Native video details

Maximum 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 recommended, 3 minutes max.

Preview image: JPEG/PNG/GIF at 800 x 600 recommended minimum, 3 MB max. size.

Native display details

Name: Exact advertiser name.

Logo: 150 x 75 transparent logos only, PNG preferred, larger logos will be resized.

CTA link: Call-to-action URL to client site.

Headlines: Provide 3-5 headline versions for A/B testing. 100 characters max.

Preview images: PNG/JPEG (3 MB max. each). Please provide 4-5 images for A/B testing.

Preview text (optional): 200 characters max. for desktop, 69 characters max. for mobile.

Third-party tracking (optional): Third-party tracking permitted upon request for all native units. All tags are accepted.

Digital advertising specifications

SPONSORSHIPS

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/PNG). Please also provide white and black backup versions. Please provide a full call-to-action URL for logo click-through. Third-party tracking is available upon request.

High impact: Please inquire for specific requests and specifications.

Social media: Please inquire for specific requests and specifications.

Other: Additional inclusions depend on the sponsorship package.

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