

N&S Digital Ad Specs

Takeover



Display dimensions > 1920 x 1080px
Gutter width safe area > 1366 x 768px

N&S Digital site widths > 980px - www.express.co.uk
1000px - www.dailystar.co.uk
1000px - www.ok.co.uk

File formats > Jpeg or PNG
Max file size > 1Mb

Psd ad template > [N&Sdigital-ad-template.psd](#)

Pdf technical specifications > [N&Sdigital-digital-ad-specs.pdf](#)

Leaderboard



(100% actual size)



(Leaderboard Example)

Display dimensions > 728 x 90px
File formats > Jpeg, PNG, Gif or HTML5
Max file size > 200Kb
Psd ad template > [N&Sdigital-ad-template.psd](#)

MPU



(100% actual size)



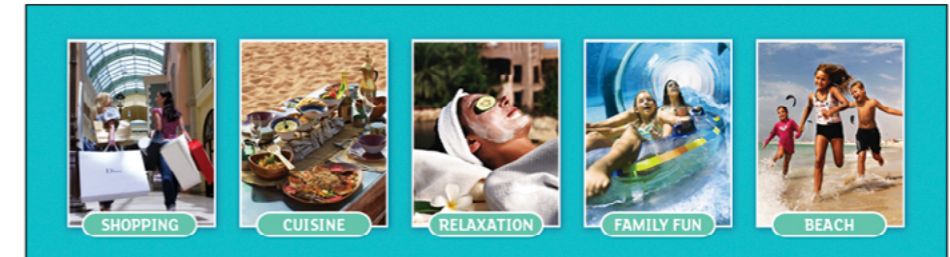
(MPU Example)

- Display dimensions > 300 x 250px
- File formats > Jpeg, PNG, Gif or HTML5
- Max file size > 200Kb
- Psd ad template > [N&Sdigital-ad-template.psd](#)

Banner



(80% actual size)



(Banner Example)

- Display dimensions > 970 x 250px
- File formats > Jpeg, PNG, Gif or HTML5
- Max file size > 250Kb
- Psd ad template > [N&Sdigital-ad-template.psd](#)

Double MPU



(100% actual size)



(DPU Example)

- Display dimensions > 300 x 600px
- File formats > Jpeg, PNG, Gif or HTML5
- Max file size > 250Kb
- Psd ad template > [N&Sdigital-ad-template.psd](#)

Mobile banner



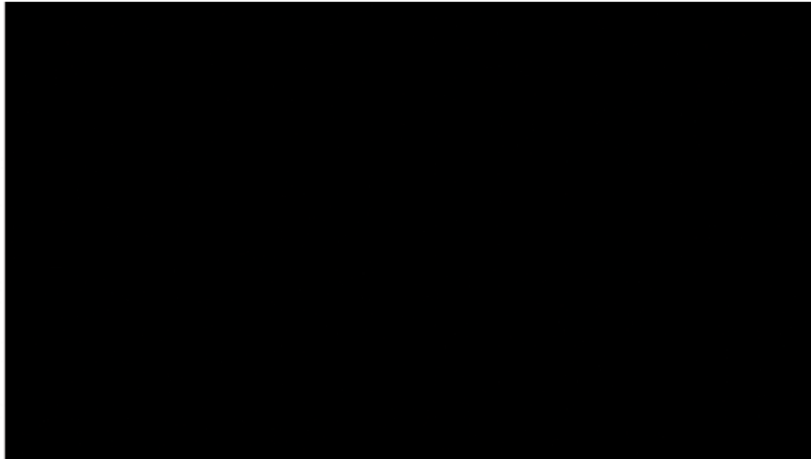
(Actual size)



(Mobile banner Example)

- Display dimensions > 320 x 50px
- File formats > Jpeg, Png, Gif or Html5
- Max file size > 50Kb
- Polite load > 2.2Mb
- Psd ad template > [N&Sdigital-ad-template.psd](#)

Video



(100% actual size)



(Video ad Example)

- Display dimensions > 640 x 360px
- File formats > Flv, Mp4, Vast redirect, Vast inline, VPAid
- Max file size > 3Mb, maximum of 30 seconds long
- Ad server > DFP