

GUIDELINES AND
SPECIFICATIONS FOR
DIGITAL ADVERTISING

APOLLO

THE INTERNATIONAL ART MAGAZINE

JULY 2025



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STANDARD DISPLAY MEDIA

TOP BILLBOARD (Top of all pages including articles and section hubs)

Dimensions (width x height in pixels): 970 width x 250 height in pixels for desktop
320 width x 100 height in pixels for mobile devices

Formats: gif, jpg, png, HTML, HTML5, Rich Media
Note: All Flash creatives should be converted to HTML5

Max File Size: 40K

Animation Time Limit: 15 Seconds

Loop Limit: 3 loops, 15 seconds each

Link: Linking URL is required on creative submission

Materials Deadline: gif, jpg, png Two business days prior to launch
HTML, HTML5, Rich Media Five business days prior to launch

BOTTOM BILLBOARD (Bottom of all pages pre-footer including articles and section hubs)

Dimensions (width x height in pixels): 970 width x 250 height in pixels for desktop
320 width x 100 height in pixels for mobile devices

Formats: gif, jpg, png, HTML, HTML5, Rich Media
Note: All Flash creatives should be converted to HTML5

Max File Size: 40K

Animation Time Limit: 15 Seconds

Loop Limit: 3 loops, 15 seconds each

Link: Linking URL is required on creative submission

Materials Deadline: gif, jpg, png Two business days prior to launch
HTML, HTML5, Rich Media Five business days prior to launch

STANDARD DISPLAY MEDIA

INLINE BILLBOARD (4th row of floating article grid, HOME PAGE ONLY)

Dimensions (width x height in pixels):	970 width x 250 height in pixels for desktop 320 width x 100 height in pixels for mobile devices
Formats:	gif, jpg, png, HTML, HTML5, Rich Media Note: All Flash creatives should be converted to HTML5
Max File Size:	40K
Animation Time Limit:	15 Seconds
Loop Limit:	3 loops, 15 seconds each
Link:	Linking URL is required on creative submission
Materials Deadline:	gif, jpg, png Two business days prior to launch HTML, HTML5, Rich Media Five business days prior to launch

STICKY DOUBLE MPU (Side bar on all article pages)

Dimensions (width x height in pixels):	300 width x 600 height in pixels for desktop 320 width x 100 height in pixels for mobile devices
Formats:	gif, jpg, png, HTML, HTML5, Rich Media Note: All Flash creatives should be converted to HTML5
Max File Size:	40K
Animation Time Limit:	15 Seconds
Loop Limit:	3 loops, 15 seconds each
Link:	Linking URL is required on creative submission
Materials Deadline:	gif, jpg, png Two business days prior to launch HTML, HTML5, Rich Media Five business days prior to launch

STANDARD DISPLAY MEDIA

STICKY DOUBLE MPU (Side bar on landing pages, DESKTOP ONLY)

Dimensions (width x height in pixels): 300 width x 600 height in pixels for desktop

Formats: gif, jpg, png, HTML, HTML5, Rich Media

Note: All Flash creatives should be converted to HTML5

Max File Size: 40K

Animation Time Limit: 15 Seconds

Loop Limit: 3 loops, 15 seconds each

Link: Linking URL is required on creative submission

Materials Deadline: gif, jpg, png Two business days prior to launch

HTML, HTML5, Rich Media Five business days prior to launch

GENERAL GUIDELINES & INFORMATION

MATERIAL DEADLINES

(receipt of all final assets – sent as a zip file bu electronic transfer)

Simple image (gif, jpg, png)	2 business days prior to launch
Standard/simple rich media creative	5 business days prior to launch
Complex rich media creative	10 business days prior to launch

All display advertising on apollo-magazine.com is served through Google Ad Manager.

Apollo reserves the right to remove any advertising that does not comply with our specifications, contravenes any of these guidelines or adversely affects the rendering of our site, other ad placements or user experience.

SUPPLYING FILES

Files and technical enquiries should be sent by email to production@apollomag.com **and** gkime@pressholdings.com

HTML5 GUIDELINES

AD COMPONENTS

All assets need to be loaded from the same domain name and host. This includes any JS, CSS or any other assets.

Cross domain file loading is not permitted.

Only one .html file should be used at the root of the file structure to start the advert i.e. index.html

Backup image should now be used for any browser which has either no Flash player plug-in installed or doesn't support HTML 5 web standard.

THIRD PARTY

All assets must be third party hosted.

Tags must be SSL (HTTPS) & SafeFrame compliant.

RECOMMENDATIONS

To avoid/remove unnecessary jQuery calls; consider using Web API & Vanilla Javascript.

Instead of providing a massive font file containing hundreds of icons/glyphs that you may or may not use, please consider loading only the characters required.

Minifying files makes a huge difference & can help improve performance. Please consider minifying HTML, CSS & JS using a suitable minifier of your choice.

Avoid animation effects that are CPU intensive.

Please follow HTML5 requirements for Ad Manager <https://support.google.com/admanager/answer/7046799?hl=en> and ensure a valid click tag has been inserted in your HTML5 creative.

API restrictions We do not permit access to the following features of HTML5:

No use of Web-SQL Server database

No use of Web-Storage

No use to IndexedDB

No use of WebSockets

No use of WebWorkers

No FileSystemAPI access

No Geolocation API

No use of Push API and Notification API

EMAIL NEWSLETTERS

BANNERS

Dimensions (**width x height in pixels**): 700 width x 225 height in pixels

Formats: gif, jpg, png

Max File Size: 40K

Animation Time Limit: 15 Seconds, however animation not recommended for newsletter banners. First frame should contain full message in the event that banner does not animate

Loop Limit: 3 loops, 15 seconds each

Link: Linking URL is required on creative submission

Materials Deadline: gif, jpg, png Two business days prior to launch

All display advertising in Apollo Newsletters is hardcoded into the HTML. Therefore we cannot accept any Javascript, HTML5 or third-party creatives.

APOLLO

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APOLLO-MAGAZINE.COM