FT

Creative submission	Please send all creative to: onlineads@ft.com
	Creatives must be supplied 5 working days prior to go live for comprehensive QA
	If client requires invoicing based on 3rd party delivery, either daily reports must be scheduled or login to 3rd party ad server is required

Creative requirements	All creative must be SSL compliant (https)
	All creatives must click through to a new window
	Any 3rd party viewability pixel MUST be the first pixel to fire upon ad load
	Ad must not exceed 10 file requests during initial file load. All subsequent files should be loaded on user initiation.
	Flash creatives are not accepted
	Any animations must not flicker or strobe in any way
	The FT must be made aware at point of booking of any blocking, verification or brand safety tags

HTML5 requirements	Video/Animation Guidelines: 24 frames per second
	Z-index Range: Please ensure the z-index for standard creatives is set to 1.

Ad experiences not allowed	Description
Pop Up Ads	pop up on the user's screen and cover the content as well as ads that ""float in"", ""slide in"", ""fly in"" to
Auto Expansion	Expansion while scrolling is allowed. Please see LEAN Guidance for details
Hover or Rollover Expansion	function that changes the form or size of the ad from its original size is allowed, e.g. expansion
Sideways Ad Expand that Overlays Content	expanded creative size is not full screen, it must be placed in center of screen
Auto Play Video with Audio	mobile devices. Video play is defined as the execution of specific files, e.g. mp4, that are used to play
Forced Countdown	User should have immediate option to "Close" or "Dismiss" the ad from the beginning of the ad