



Green Street News

ADVERT
SPECIFICATIONS

WWW.GREENSTREETNEWS.COM



ABOUT GREEN STREET NEWS

Green Street News provides news and analysis that you can't get anywhere else; giving our subscribers an advantage in the competitive marketplace.

We published more than 10,000 exclusive, first-to-market stories in our first five years of operation. The quantity and quality of our exclusive news continues to develop, expand and further benefit our subscriber base.

200+

Years Reporting Experience

50K+

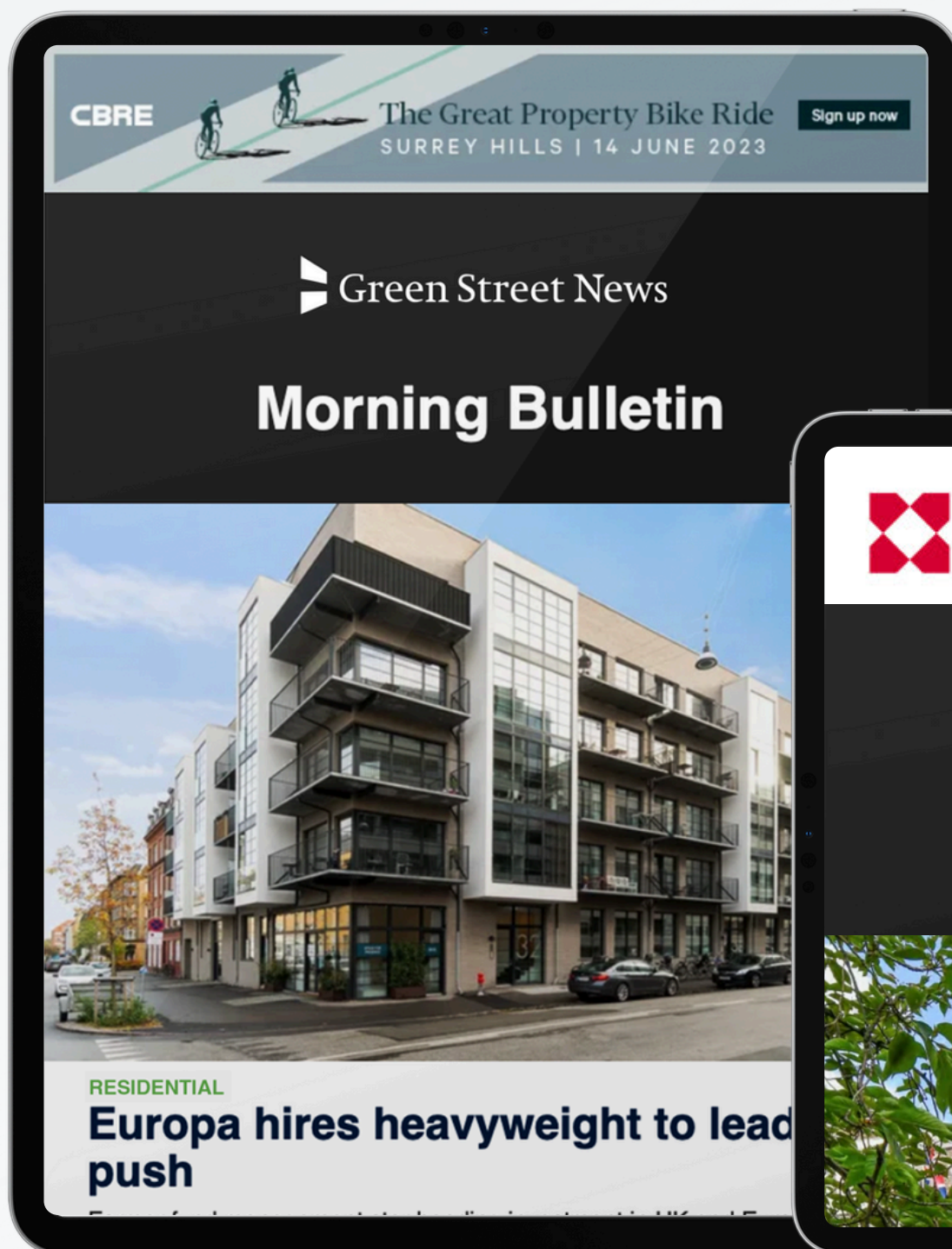
Unique Readers

2.5K+

Exclusives Annually

EMAIL BANNER SPECS

- Appears as a banner at the top and bottom of the Alert
- Please provide a URL link for the banner CTA
- Email alert can include any of
 - Daily Bulletins
 - Sector & Regional Bulletins



Name	Smartphone Banner Extra
Aspect Ratio	06:01
Supply Size (px)	600 X 100
Max. Display Size (px)	600 X 100
Min. Display Size (px)	450 X 75
Initial Load (KB)	75
Sub Load (KB)	125

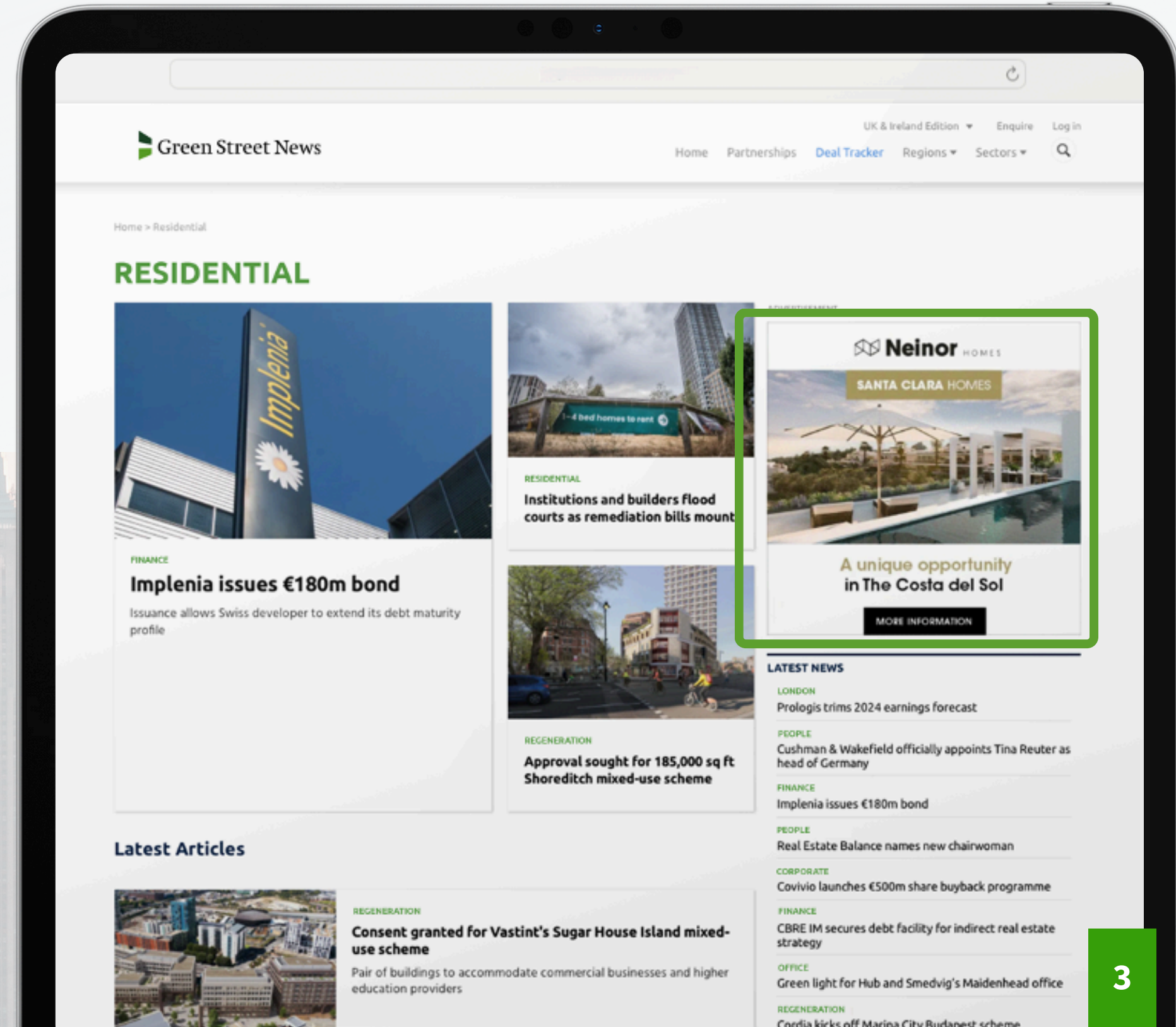
WEBSITE DISPLAY / SIDEBAR SPECS

Green Street Homepage*

Name	Aspect Ratio	Supply Size (px)	Max. Display Size (px)	Min. Display Size (px)	Initial Load (KB)	Sub Load (KB)	Screen Width Rendered
Smartphone Banner	6:1	450 x 75	450 x 75	300 x 50	50	100	0 - 450
Smartphone Banner Extra	6:1	600 x 100	600 x 100	450 x 75	75	125	451 - 600
Leaderboard	8:1	1,200 x 150	1,200 x 150	600 x 75	150	300	601 - 767
Medium Rectangle	1:1	450 x 450	450 x 450	300 x 300	150	300	768 - 967
2nd Homepage	3.88 : 1	970 x 250	970 x 250	680 x 175	250	500	768 - 967
Financial	2:1	300 x 150	300 x 150	200 x 100	50	100	968+

Sector / Regional Homepage*

Name	Aspect Ratio	Supply Size (px)	Max. Display Size (px)	Min. Display Size (px)	Initial Load (KB)	Sub Load (KB)	Screen Width Rendered
Smartphone Banner	6:1	450 x 75	450 x 75	300 x 50	50	100	0 - 450
Smartphone Banner Extra	6:1	600 x 100	600 x 100	450 x 75	75	125	451 - 600
Leaderboard	8:1	1,200 x 150	1,200 x 150	600 x 75	150	300	601 - 767
Medium Rectangle	1:1	450 x 450	450 x 450	300 x 300	150	300	768 - 967
Financial	2:1	300 x 150	300 x 150	200 x 100	50	100	968+



*Please provide a URL link for the banner CTA

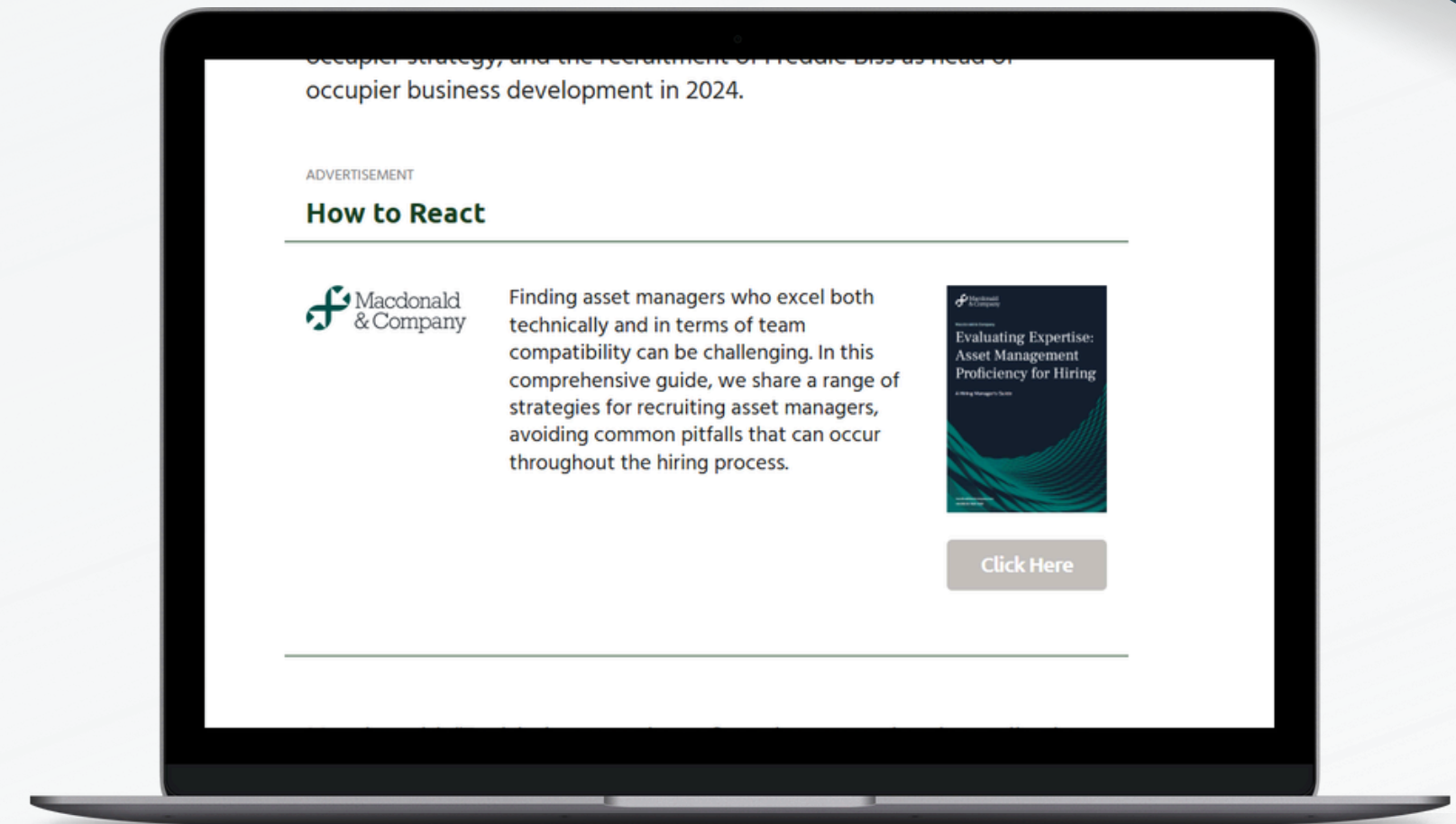
DISPLAY / SIDEBAR



- **IMAGE** | The sidebar slot requires 5-6 images per advert to be supplied. Supply the artwork at Supply Size and ensure the creative is sized appropriately between Min & Max Display Sizes. Our sidebar slot dynamically loads the correct image for a given screen width & dynamically swaps images.
- Appears to the side of body content when viewport >768px, and renders between 230px & 373px wide
- Appears below the body content when viewport <769px, and renders between 375px and 735px wide
- Available on the Homepage, Article, Deal and Taxonomy pages
- Can target Sector or Region when on Article, Deal or Taxonomy pages
- N.B. The above image sizes are all standard IAB.com sizes with the exception on Smartphone Banner Extra, which is a custom size designed to suit the React News layout.

'HOW TO REACT' THOUGHT LEADERSHIP DISPLAY

- Please provide the following:
 - One logo image (800px x 235px)
 - Sub-copy (max. 50 words)
 - Report cover image (600px x 850px)
 - A URL link for the CTA
- Appears within the body content of an Article
- Renders between 375px and 768px
- Supported image formats are JPG, PNG and GIF



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Providing subscribers with market-
moving news and ground-breaking
analysis

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