NATIVE ADVERTISING SPECIFICATIONS

DIGITAL ADVERTISING

NATIVE ADVERTISING is a form of digital advertising that seamlessly integrates within editorial content and provides an uninterrupted, immersive user experience. Native advertisements (sponsored content) provide advertisers opportunities to distribute engaging branded content that adds value to the user experience.

NATIVE ADVERTISING FORMATS

AD LINKS TO ADVERTISER SITE

NATIVE DISPLAY

Native display units promote your content with artful imagery, well-written headlines that lead to a landing page on your site that is relevant and prompts user to complete an action.

AD LINKS TO BRANDED CONTENT LANDING PAGE ON C&EN SITE
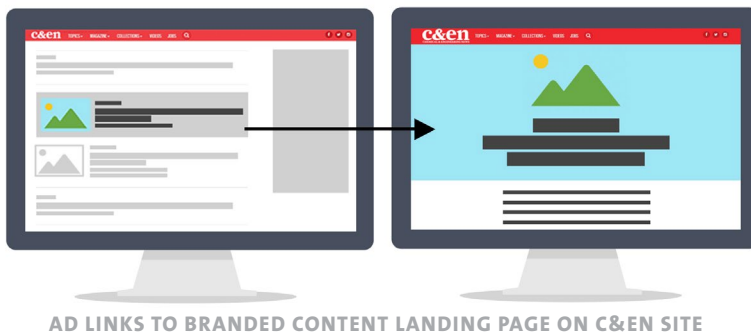
TRUE NATIVE

True native ad units provide the complete authentic native experience. Ad units are designed to match the look and feel of our editorial content, these units appear within the editorial feed driving readers to a custom landing page hosted on our site.

CUSTOM BRANDED CONTENT

Work with **C&EN's Brand Lab studio** to tell your brand story through special, designated sections within C&EN magazine in print and online. This long form content runs within or adjacent to regular editorial content.

AD LINKS TO ADVERTISER SITE OR BRANDED CONTENT LANDING PAGE

NATIVE VIDEO

Educate and entertain readers with the most easily consumed and shared format - native video. These ad units are built within the editorial feed to serve high-quality click-to-play video content in a non-interruptive way.

STEP 1: CHOOSE NATIVE PACKAGE

Choose from native display, true native or native video packages depending on your campaign objectives.

STEP 2: SELECT FORMAT TYPE (TEXT ONLY, IMAGE + TEXT, VIDEO BASED ON PACKAGE)

Choose from serving either text only, image plus text, or video and text ads based on your chosen package. When developing your ads, you'll want to be sure to abide by the ad guidelines to make sure your ad meets specs.
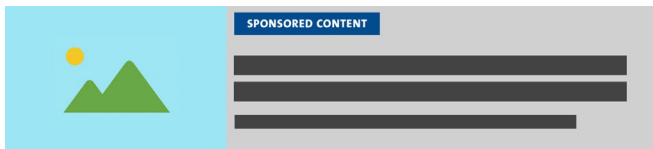
IMAGE + TEXT

Image: Must be 800px wide and 800px tall.
Max file size for image: 3 MB / 3,072K max.
Accepted format: PNG, JPG, JPEG, GIF.
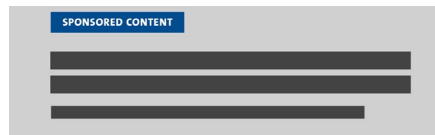*Animation:* Animated GIF maximum of 5 frames, 4 revolutions.
Accepted tags (if applicable): All accepted (DFA, Atlas, Media Mind).
Headline: Max of 50 characters (including spaces).
Deck: Max of 100 characters (including spaces).
Text must be in sentence case.
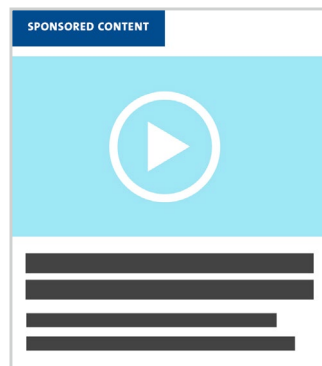**URL:** URL must be valid.

TEXT

Text: Text character max includes spaces.
Headline: Max of 50 characters (including spaces).
Deck: Max of 100 characters (including spaces).
Text must be in sentence case.
URL: URL must be valid.

VIDEO

Video: Recommended dimensions: 800x450.
Max file for image: 3 MB / 3,072K max.
Aspect ratio: 16:9.
Video format: MP4, MOV, WebM Files or Youtube & Vimeo Links.
Animation/video: Video must be click to play. Max 30 sec, 15 sec preferred.
Max file size video: 2GB.
Headline: Max of 50 characters (including spaces).
Deck: Max of 100 characters (including spaces).
Text must be in sentence case.
URL: URL must be valid.

*Please note, image/video size and the amount of text shown will vary.
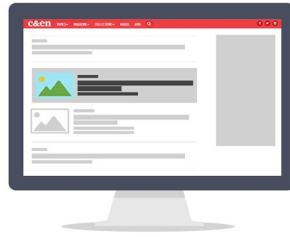
STEP 3: SET FOR OPTIMIZATION

When developing your ads, native ad units allow you to serve multiple ads. For best campaign performance, provide multiple headlines, decks and images depending on package.

STEP 4 (OPTIONAL): ADD ADDITIONAL TARGETING

Target a specific location (from country down to ZIP code level), and whether you want to add a frequency cap.

NATIVE ADVERTISING PACKAGES

	NATIVE PLUS	NATIVE PRO	NATIVE PREMIUM WITH VIDEO
PACKAGE COMPONENTS	2 Native Ads provided for optimization (A/B Testing)	4 Native Ads provided for optimization (A/B Testing)	6 Native Ads provided for optimization (A/B Testing) + 1 Video Placement
FORMAT TYPES	Text only sponsored content or Image + Sponsored Content	Text only sponsored content or Image + Sponsored Content	Text only sponsored content, Image + Sponsored Content or Video + Sponsored Content
MINIMUM IMPRESSIONS BUY	25,000	50,000	75,000
C&EN RATES (CPM)	$75/CPM	$85/CPM	$100/CPM
JOURNAL RATES (CPM)	$45/CPM	$55/CPM	$70/CPM

Please note rates are reflected as NET.

TARGETING ADD-ONS

	GEO-TARGETING	FREQUENCY CAPPING
RATES BASED ON IMPRESSIONS	$5/CPM	$1/CPM

AD SPECS: NATIVE DISPLAY & TRUE NATIVE

- **Max file for image:** 3 MB / 3,072K max
- **Accepted tags:** All accepted (DFA, Atlas, Media Mind)
- **Accepted format:** PNG, JPG, JPEG, GIF / 800px wide recommended
- **Animation/video**: N/A

AD SPECS: NATIVE VIDEO

- **Max file for image:** 3 MB / 3,072K max
- **Accepted tags:** All accepted (DFA, Atlas, Media Mind)
- **Accepted format:** PNG, JPG, JPEG, GIF / 800px wide recommended
- **Animation/video:** Video must be click to play. Max 30 sec, 15 sec preferred
- **Video format:** MP4, MOV, WebM Files
- **Aspect ratio:** 16:9
- **Recommended dimensions:** 800x450
- **Max file size video:** 2GB

GENERAL AD GUIDELINES

- All native advertising units must be labeled sponsored content.
- All ads must include advertiser byline "Sponsored content brought to you by company name."
- Ad materials are due a minimum of ten business days prior to campaign launch.
- ACS reserves the right of final approval on creative assets. All creative changes must be approved by ACS.

- Any advertisement which has a detrimental impact on the site, or causes a negative user experience will be pulled from the site without notice.
- Content is reviewed by C&EN's Brandlab Editorial team for grammar and scientific accuracy.
- Ad units must have a linking URL that resolves to an active page. Click through URLs must be relevant to ad unit/content being presented.