The Header Takeover

The Header Takeover is a high impact responsive unit, taking up the entire top portion of a page. The unit reaches users on the first impression upon arriving on the site, instantly connecting them with the advertiser’s messaging in a large-scale format.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- Responsive: all devices
- Geographic, demographic and behavioral targeting are available.
- Only runs on the first impression except when used for a profile/overview page sponsorship.

Requirements/Specifications

The advertiser is responsible for providing images and messaging text associated with this ad. U.S. News will build this ad using a template. So, all assets must adhere to these guidelines.

- Image/Photo: (no text) 1280x270 pixels (RGB@72PPI)
- Image/Photo: (no text) 640x270 pixels (RGB@72PPI)
- Logo: 300x80 pixels (RGB@72PPI)
- Max image size 200kB
- Image format should be JPG or PNG
- Title (25 max characters)
- Body (125 max characters)
- CTA (26 max characters)
- Assets should be provided 5 days before start.
The Page Break

The Page Break is a high impact responsive ad unit positioned within the content on article, rankings and search pages. This unit provides advertisers with a high impact opportunity to engage with decision-makers as they are reading content or searching through the U.S. News rankings.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- Responsive: all devices
- Geographic, demographic and behavioral targeting are available.
- Runs on Articles, Rankings and Search pages only.

Requirements/Specifications

The advertiser is responsible for providing images associated with this ad. U.S. News will build this ad using a template. So, all assets must adhere to these guidelines.

- Image: 1416x500 pixels
- Image: 1100x636 pixels
- Image: 690x388 pixels
- Max image size 250kB
- Image format should be JPG, PNG or GIF
- Assets should be provided 5 days before start.
The Featured Listing

The Featured Listing is a unique opportunity to prominently position brand messaging throughout the U.S. News rankings. The unit is fully customizable to reflect advertiser’s creative guidelines.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- Responsive: all devices
- Geographic, demographic and behavioral targeting are available.
- Runs on Rankings and Search pages only.

Requirements/Specifications

The advertiser is responsible for providing images associated with this ad.

- Image: 980x350 pixels
- Image: 640x350 pixels
- Max image size 250kB
- Image format should be JPG, PNG or GIF
- Assets should be provided 5 days before start.
The Featured Listing - Video

The Featured Listing is a unique opportunity to prominently position brand messaging throughout the U.S. News rankings. The unit is fully customizable to reflect advertiser's creative guidelines and features an in-banner video player.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- Responsive: all devices
- Geographic, demographic and behavioral targeting are available.
- Hospitals, Doctors
- Runs on Rankings and Search pages only.

Requirements/Specifications

The advertiser is responsible for providing images associated with this ad.

- Image: 980x350 pixels
- Image: 640x350 pixels
- 3rd party vast 3.0 tag
- Max image size 250kB
- Image format should be JPG, PNG or GIF and vast video tag.
- Assets should be provided 5 days before start.
The Editorial Carousel

The Editorial Carousel is a high impact, turnkey, solution that offers advertisers the opportunity to align their brand with hand-selected editorial pieces. Once a user clicks on a content module within the carousel, they will arrive at the designated page where the advertiser will have a full takeover of all ads on the page. The advertiser may provide a logo and messaging.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- Responsive: all devices
- Geographic, demographic and behavioral targeting are available.
- All sections
- Runs on Articles, Profiles and Rankings pages.

Requirements/Specifications

The advertiser is responsible for providing images and messaging text associated with this ad.

- Logo
- CTA
- Brand message (50 max characters)
- Max image size 100kB
- Logo format should be JPG or PNG
- Assets should be provided 5 days before start.
The BrandFuse Carousel

The BrandFuse Carousel is a high impact and customizable ad unit that offers advertisers the opportunity to promote their branded content series to target audiences as they are making decisions throughout U.S. News. The unit can be designed to adhere to advertiser’s creative guidelines.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- Responsive: all devices
- Geographic, demographic and behavioral targeting are available.
- All sections

Requirements/Specifications

The advertiser is responsible for providing images and messaging text associated with this ad.

- 970x250
- Logo
- Image format should be JPG, PNG or GIF
- Assets should be provided 10 days before start.
The Text Link

The Text Link is a native unit that positions brand messaging throughout content and rankings pages. Advertisers are able to customize their messaging and include their logo for brand recognition.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- Responsive: all devices
- Money, Travel, Education
- Fixed Unit
- Must provide 100% SOV of section/pages sold.
- Profiles and Slideshows only.

Requirements/Specifications

The advertiser is responsible for providing images and messaging text associated with this ad.

- Logo
- Message (150 characters)
- Image format should be JPG or PNG
- Assets should be provided 10 days before start.
The Boost

The Boost is a native ad unit that functions as a boosted search result on U.S. News rankings and search pages. The unit positions the advertiser’s listing at the top of all search results and rankings lists and is shaded in gray to stand out among the other listings.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- Responsive: all devices
- Investing, Education, Travel
- Rankings and Search pages only.

Requirements/Specifications

- Assets should be provided 10 days before start.
The Action Placement

The Action Placement provides brands with a direct way to engage consumers who are actively engaging with their brand on U.S. News. Advertisers will receive customizable calls to action on rankings listings and or profile pages.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- All devices
- Investing
- Profiles and Search pages only.

Requirements/Specifications

- Message:
  - Search-rankings CTA (27 max characters)
  - Profiles CTA (23 max characters)
- Assets should be provided 10 days before start.
The Spotlight

The Spotlight is a native ad unit that integrates an advertiser’s logo within the hero image of select landing pages.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- All devices
- Travel, Education
- Only on section fronts/landing pages that have a hero image.

Requirements/Specifications

- Logo and Image
- Max image size 100kB
- Image format should be JPG or PNG
- Assets should be provided 5 days before start.
The Native In-Read

The Native In-Read offers partners an opportunity to integrate their messaging across the content on U.S. News in a native format. The unit is positioned within the content feed on articles, search and rankings pages.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- Responsive: all devices
- Geographic, demographic and behavioral targeting are available.
- All sections
- Articles, Rankings and Search.

Requirements/Specifications

- Logo
- Message:
  - Headline (74 max characters)
  - Preview Text (104 max characters)
- Max image size 50kB
- Image format should be JPG, PNG or GIF
- Assets should be provided 5 days before start.
The Clickout

The Native Clickout offers partners an opportunity to promote their content across U.S. News in a native format while driving traffic directly to their landing page.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- Desktop/Mobile
- Geographic, demographic and behavioral targeting are available.
- All sections

Requirements/Specifications

- Image and Messaging:
  - Headline (74 max characters)
  - Preview Text (104 max characters)
- Max image size 100kB
- Image format should be JPG or PNG
- Assets should be provided 5 days before start.
The Clickout - Video

The Native Clickout offers partners an opportunity to promote their content across U.S. News in a native format while driving traffic directly to their landing page and features a video player.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- Desktop/Mobile
- Geographic, demographic and behavioral targeting are available.
- All sections

Requirements/Specifications

- Video and Messaging:
  - Headline (74 max characters)
  - Preview Text (104 max characters)
- Max image size 250kB
- Video file
- Assets should be provided 5 days before start.
Pre-Roll

Video Pre-roll on U.S. News captures the attention of decision-makers as they are engaging with content on article pages.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- All devices
- Geographic, demographic and behavioral targeting are available.
- All sections
- Articles only.

Requirements/Specifications

- 640x480 video
- File format: Vast or video file (vast preferred)
- Assets should be provided 2-3 days before start.
Outstream Video

Outstream Video on U.S. News captures the attention of decision-makers as they are engaging with content on article pages. It is positioned within the content to capture the audience's attention and increase engagement.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- All devices
- Geographic, demographic and behavioral targeting are available.
- All sections
- Articles only

Requirements/Specifications

- 640x480
- 3rd party vast 3.0 tag
- File format: 3rd party vast 3.0 tag
- No Flash
- VPAID served in a VAST XML File
- Assets should be provided 2-3 days before start.
Billboard
Standard Display.

Availability
The following restrictions apply to where this ad can run and how it can be targeted.

- Desktop
- Geographic, demographic and behavioral targeting are available.
- All sections

Requirements/Specifications

- 970x250
- 3rd party Tags/Image files
- Max image size 250kB
- Image format should be JPG, PNG or GIF
- HTML5 or 3rd party tag
- Assets should be provided 2-3 days before start.
Half Page

Standard Display.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- Desktop
- Geographic, demographic and behavioral targeting are available.
- All sections

Requirements/Specifications

- 300x600
- 3rd party Tags/Image files
- Max image size 200kB
- Image format should be JPG, PNG or GIF
- HTML5 or 3rd party tag
- Assets should be provided 2-3 days before start.
Leaderboard

Standard Display.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- Desktop
- Geographic, demographic and behavioral targeting are available.
- All sections

Requirements/Specifications

- 728x90
- 3rd party Tags/Image files
- Max image size 150kB
- Image format should be JPG, PNG or GIF
- HTML5 or 3rd party tag
- Assets should be provided 2-3 days before start.
Medium Rectangle

Standard Display.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- All devices
- Geographic, demographic and behavioral targeting are available.
- All sections

Requirements/Specifications

- 300x250
- 3rd party Tags/Image files
- Max image size 150kB
- Image format should be JPG, PNG or GIF
- HTML5 or 3rd party tag
- Assets should be provided 2-3 days before start.
The Button

Standard Display.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- All devices
- Geographic, demographic and behavioral targeting are available.
- All sections
- Articles and Profiles only

Requirements/Specifications

- 300x100
- 3rd party Tags/Image files
- Max image size 100kB
- Image format should be JPG, PNG or GIF
- HTML5 or 3rd party tag
- Assets should be provided 2-3 days before start.
The Adhesion Banner

Mobile Display.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- Mobile
- Geographic, demographic and behavioral targeting are available.
- All sections

Requirements/Specifications

- 320x50
- 3rd party Tags/Image files
- Max image size 100kB
- Image format should be JPG, PNG or GIF
- HTML5 or 3rd party tag
- Assets should be provided 2-3 days before start.
Mobile Banner

Mobile Display.

Availability

The following restrictions apply to where this ad can run and how it can be targeted.

- Mobile
- Geographic, demographic and behavioral targeting are available.
- All sections

Requirements/Specifications

- 320x50
- 3rd party Tags/Image files
- Max image size 100kB
- Image format should be JPG, PNG or GIF
- HTML5 or 3rd party tag
- Assets should be provided 2-3 days before start.