



Digital Campaign and Branded Content Options

Roadie Crew

»» The benefits of...

Display Advertising

Impact, awareness and calls to action

» Display Advertising

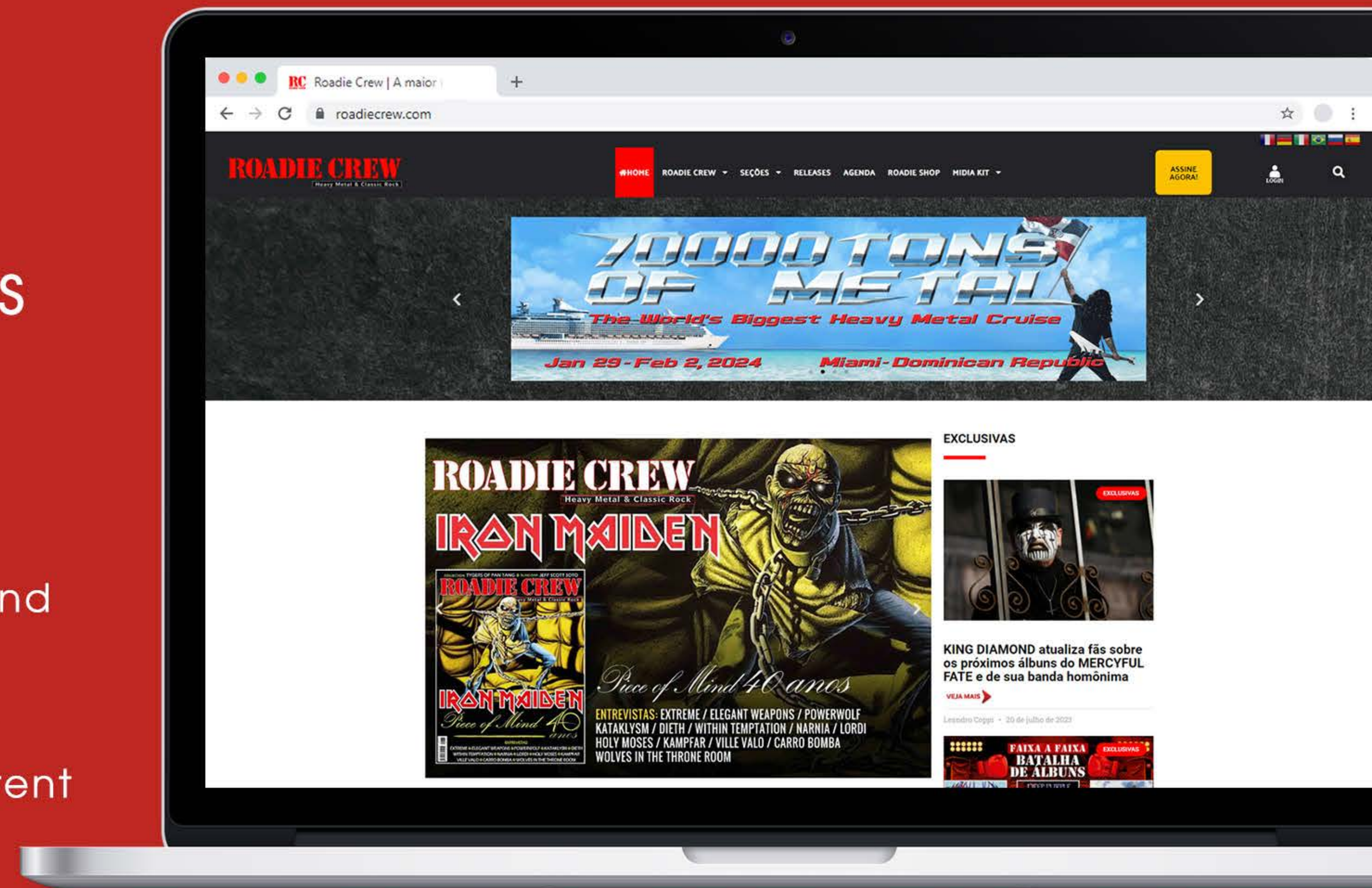
We have a **wide range of ad formats** across multiple devices in order that your campaign's viewability is optimised.

High-impact display can make use of carousels, countdowns, interactive and video to engage users and drive traffic to your product.

Our ad takeover packages are ideal for making a big impact for a product launch, popular event or a Content Hub we've created for you.

We sell these on a CPM (cost per thousand) basis, with a minimum order rate (see price table)

The following slides give you an idea of what these look like



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Standard Ad Formats

Industry Standard (IAB) Ad Sizes

» Standard Ad Formats





Premium Ad Formats

» Website Skin

The website skin can be served as a JPEG image or 3rd party tag Interactive elements, animation and video can be added to the billboard overlay on Vanilla.

Receivables

Layered PSD, AI, JPG, high-res images, Vector Logos, Fonts

File Type(s) layered

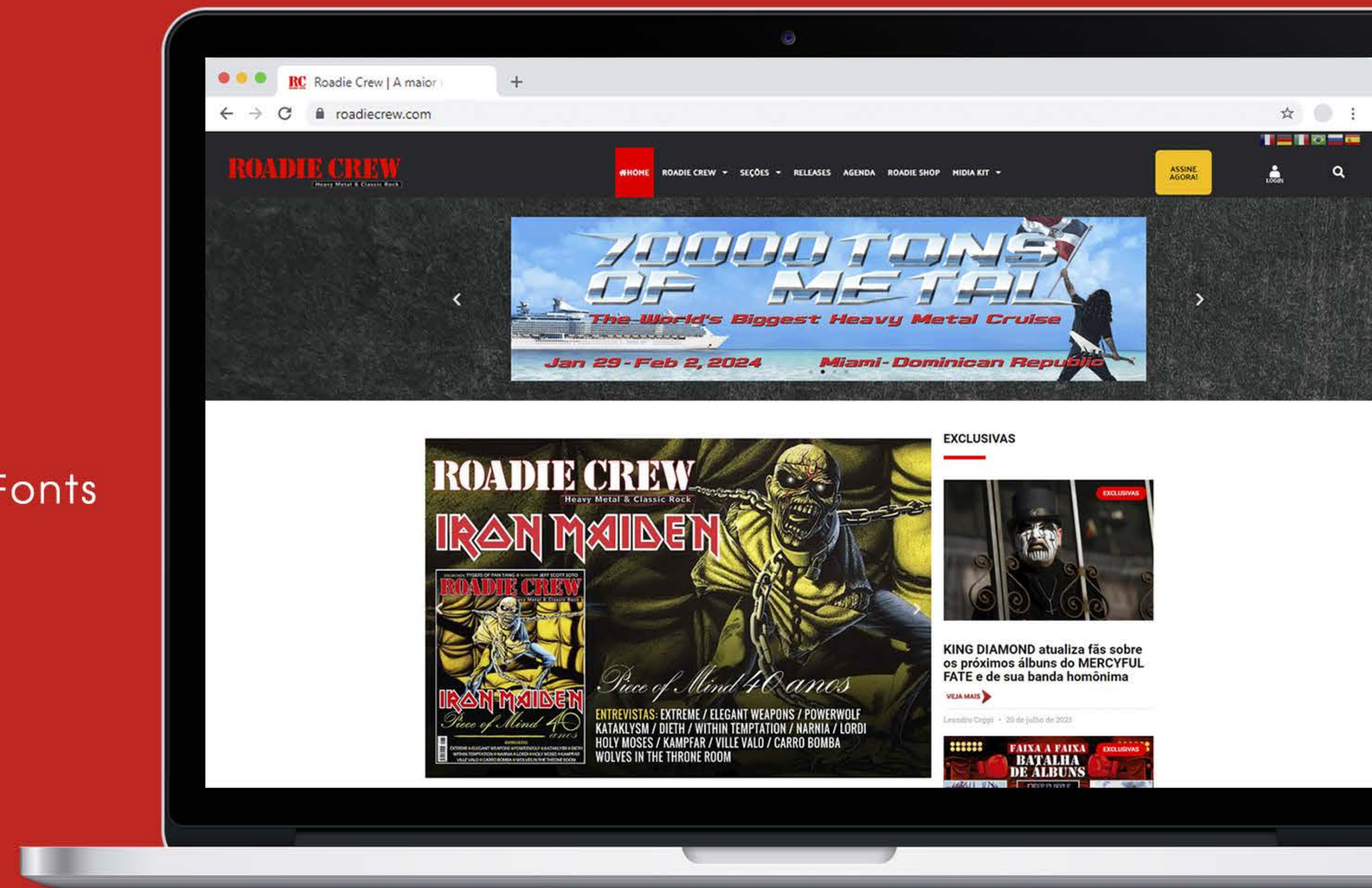
JPG (@2x), PNG, SVG, GIF, Video 15-30s <20mb

Platform

Specs

Vanilla	1920x1200px
Vanilla Progressive	1920x1200px
Keystone Premium	2x 600x1000px
Keystone Responsive	2000x900px
Keystone Non Responsive	1300x900px

*Skins are not visible on Tablet or Mobile devices



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» Desktop Bigtop

A fully responsive two-state ad unit which loads below the nav at a 250px depth, and collapses to x150 as the user scrolls down the page.

Receivables

Layered PSD, AI, JPG, high-res images, Vector Logos, Fonts

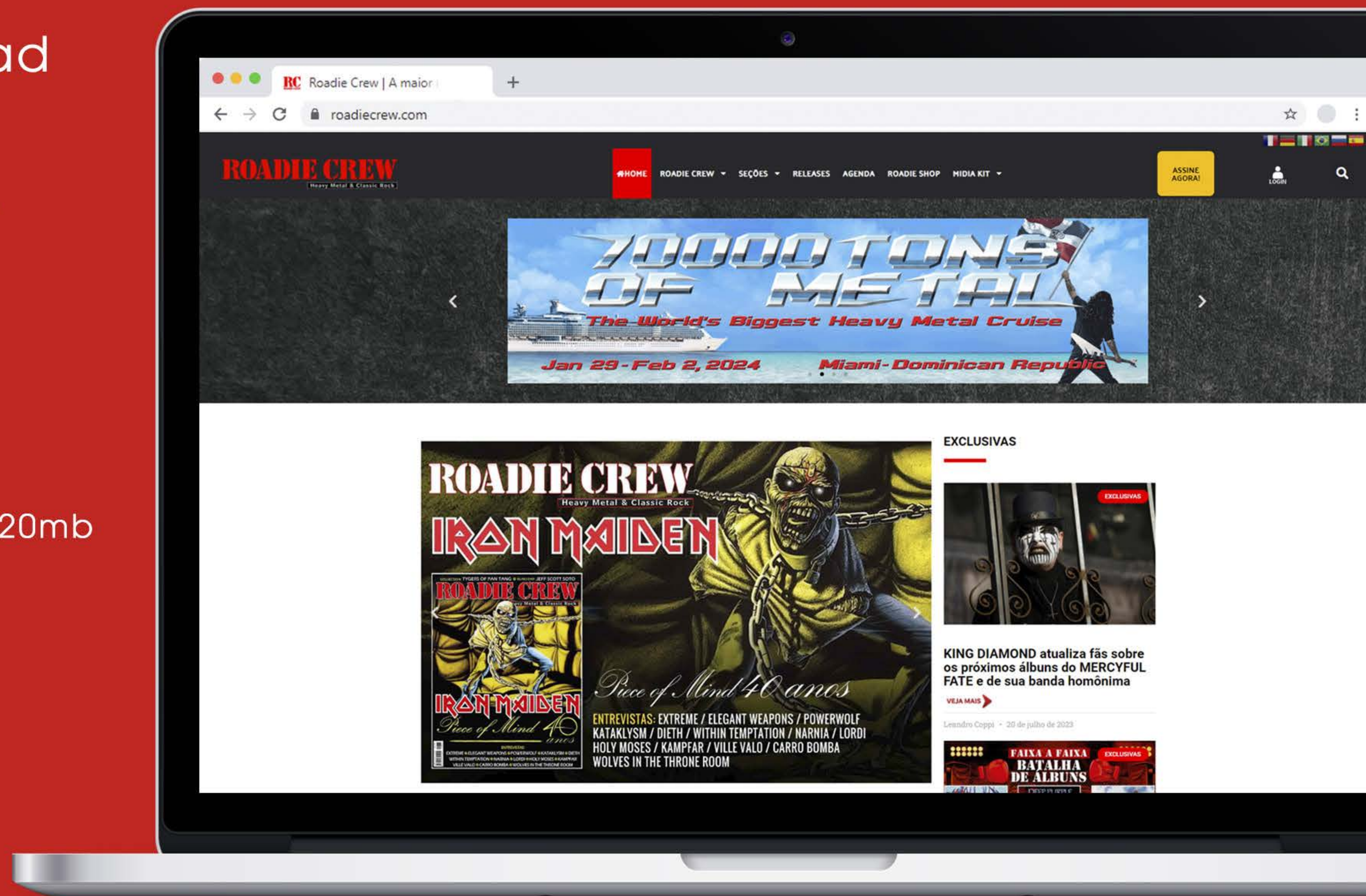
File Type(s) layered

JPG (@2x), PNG, SVG, GIF, Video 15-30s <20mb

Dimensions

Desktop Expanded – 1920x250px

Desktop Collapsed – 1920x150px



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» Mobile Interstitial

The new high impact mobile format engages the audience with a full screen experience.

Receivables

Layered PSD, AI, JPG, high-res images, Vector Logos, Fonts

File Type(s) layered

JPG (@2x), PNG, SVG, GIF, Video 15-30s <20mb

Dimensions

Responsive Full Screen

320x460px – Copy + Content + CTA

500x824px – Background

Static size - Any requested size (mobile <320x460px)



» Mobile Horizon

The horizon format is a fully responsive unit built with viewability and engagement in mind.

Sticky: As users scroll down a page, the Horizon stays in full view at the bottom of the screen, leading to higher CTR since users have more opportunities to engage with your brand

Responsive: The Horizon responds to device specs and takes up the full width of the screen, regardless of the device manufacturer or model e.g. Samsung vs. iPhone

Receivables

Layered psd, ai, JPG, high-res images, Vector Logos, Fonts

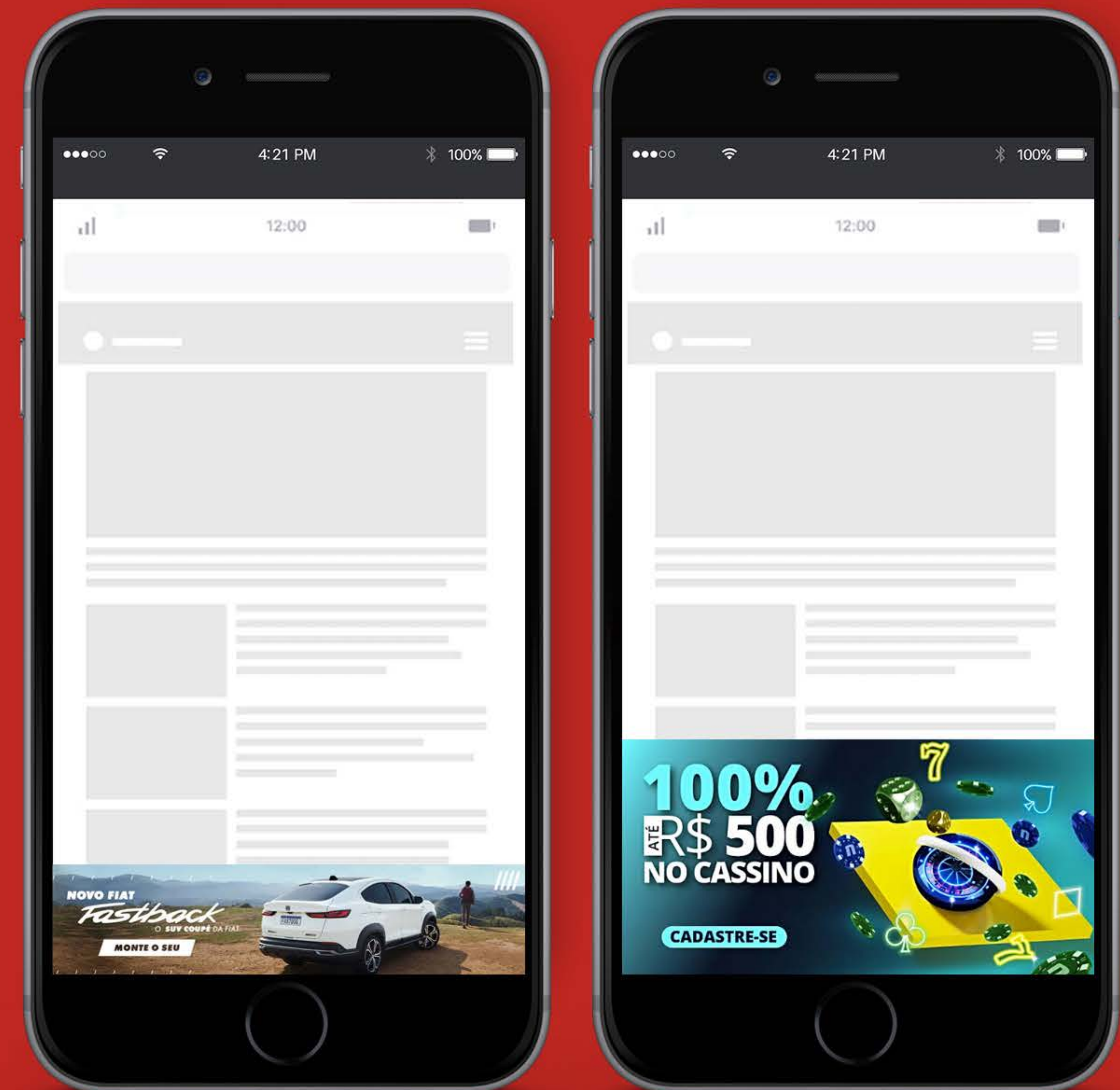
File Type(s) layered

JPG (@2x), PNG, SVG, GIF, Video 15-30s <20mb

Dimensions

Creative – 640x300px

1000px – Background Width



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» Mobile Miniscroller

The mobile miniscroller features an overlay over a static background for a dynamic parallax effect. Optional video background for visual flair.

Receivables

Layered psd, ai, JPG, high-res images, Vector Logos, Fonts

File Type(s) layered

JPG (@2x), PNG, SVG, GIF, Video 15-30s <20mb

Dimensions

320x350px – Copy + Content + CTA

640x824px – Background



» Preroll

Preroll is served cross-device before high-quality video content that we create in-house

File Type(s) Allowed

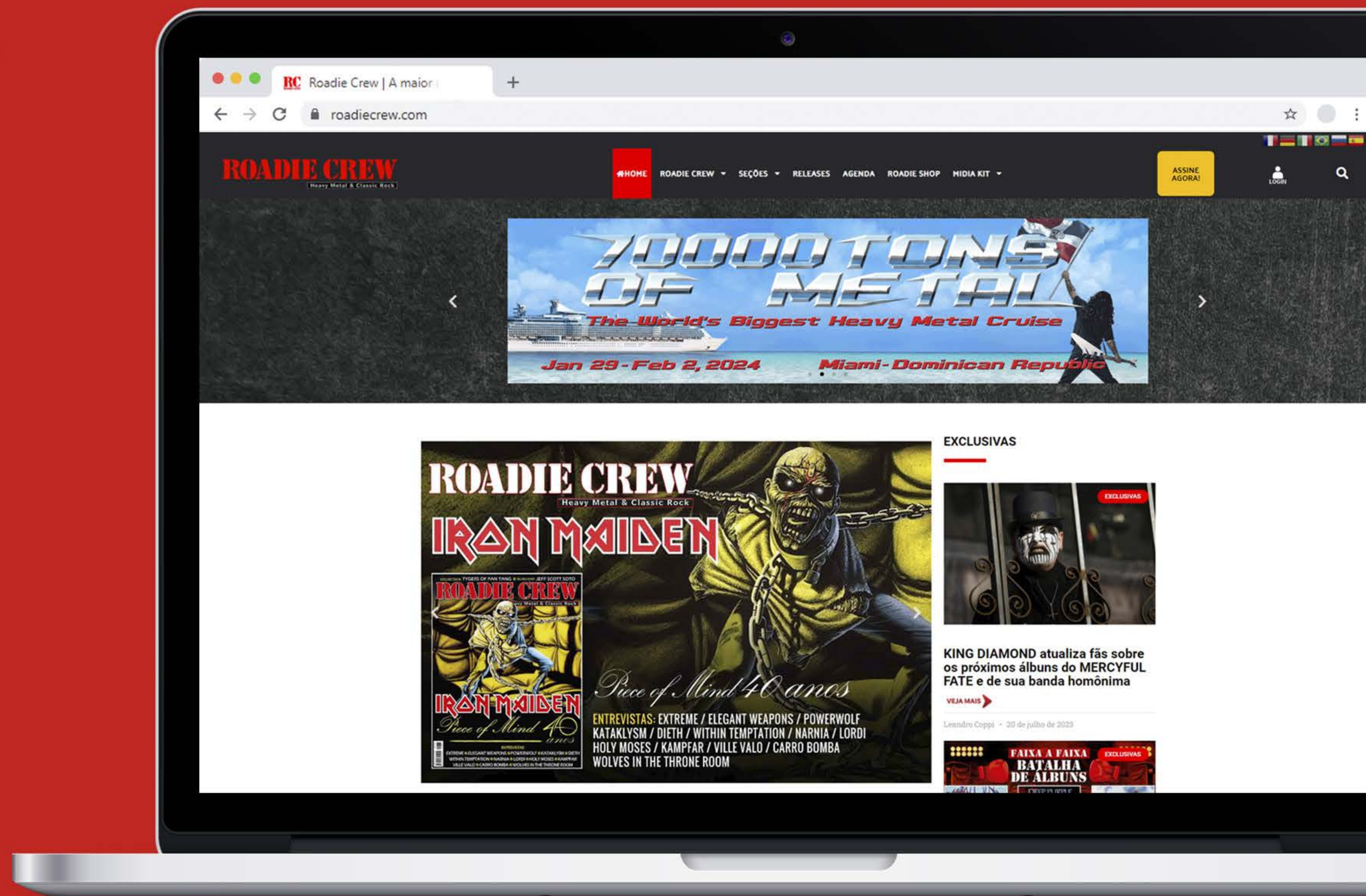
MPEG4, 3GPP, AVI, MOV, MPEGPS and WMV Max sizes 20Mb

3rd creative tags

All 3rd party tags need to be have a VAST XML response and can contain either VPAID or MP4

Dimensions

Aspect ratio 16:9



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Newsletters

Frequent and relevant content delivery

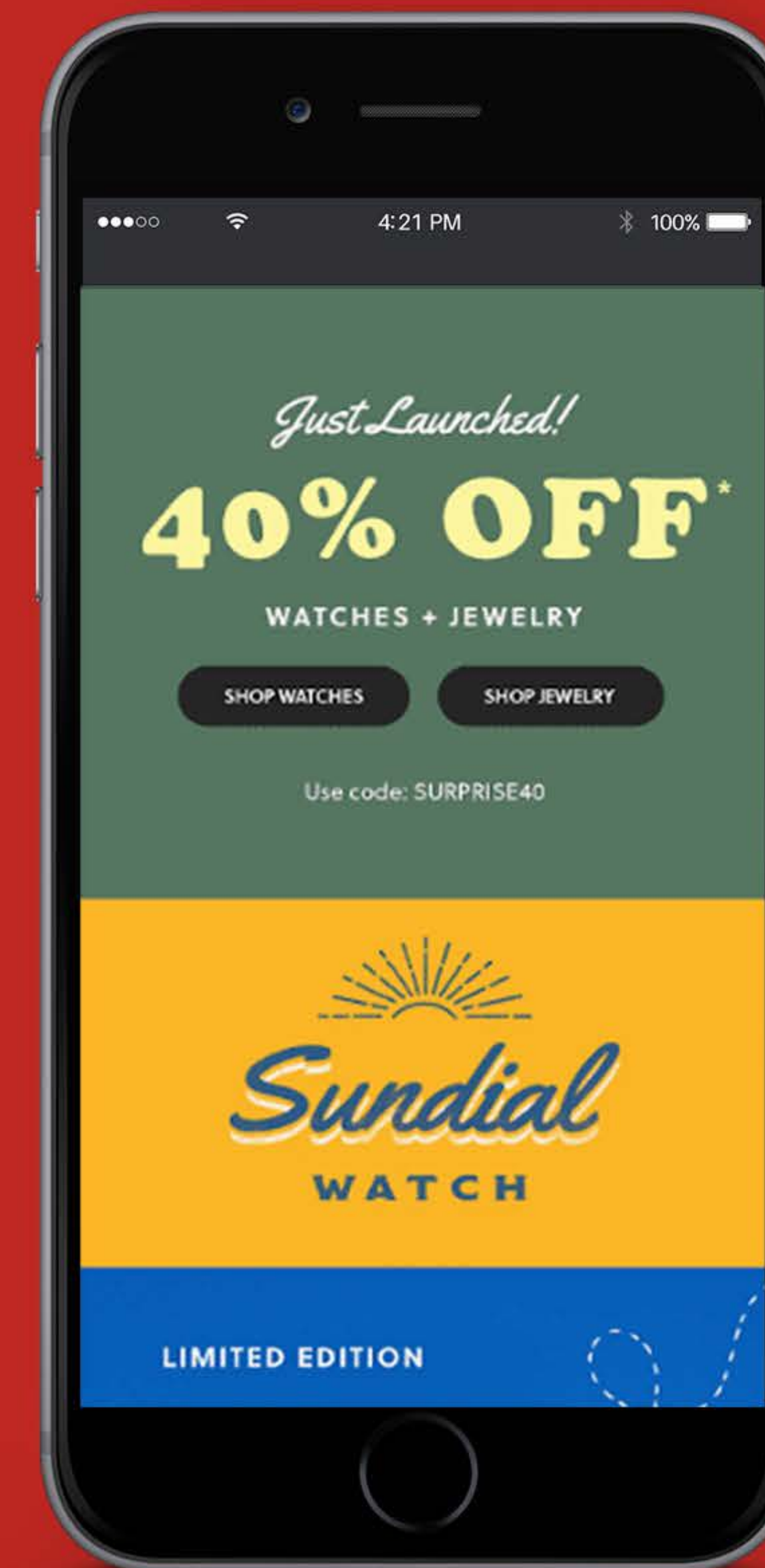
» Newsletters

Make use of our high-quality editorial content by featuring in our brands' **newsletters**.

Sponsored content is placed front and centre of the email with brands able to book the MPU slot alongside editorial content.

Our emails include trusted, informed content sent straight to our audiences' inboxes.

Ad cost per newsletter: see price table



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Advertorials

Their power and connection

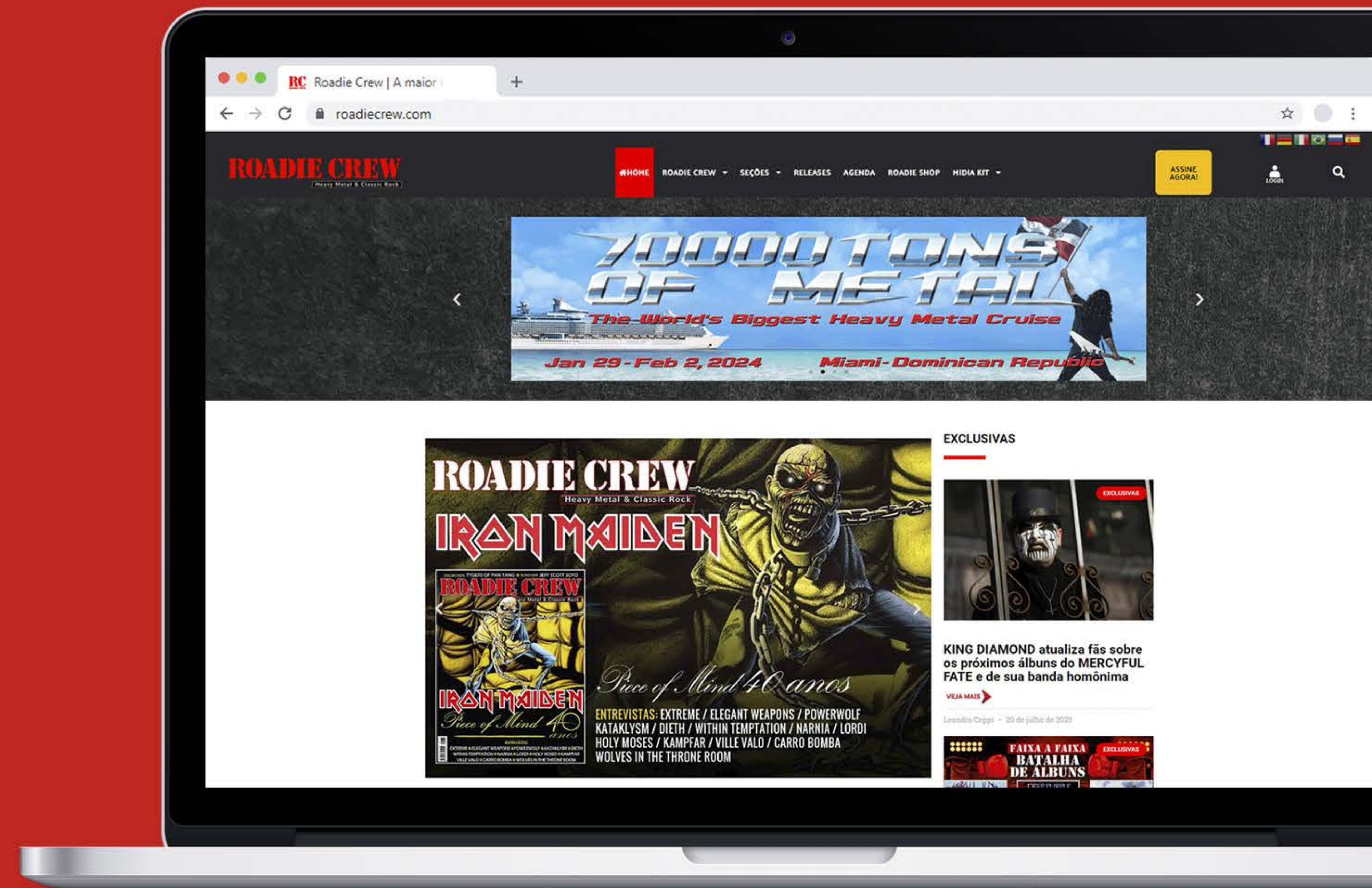
» Advertorials

Advertorials are **articles that reflect the visual and written style of our brands**

They're a collaboration between you and Roadie Crew – bringing our audience and your messages closer together. And they can include key products and links to purchase or find out more.

We can embed photos and video too, or help create assets for you as part of a wider campaign.

**Advertorials across Roadie Crew are sold:
see price table**



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Print

High-quality specialist consumer and B2B magazines



Through our diverse range of print brands, we can create **cover wraps** and **display ads** bespoke to your campaign.

And it doesn't stop there! You can also choose from multi-page advertisement features, branded bundles, supplements and catalogues produced in collaboration with our editorial teams.

Roadie Crew rates:

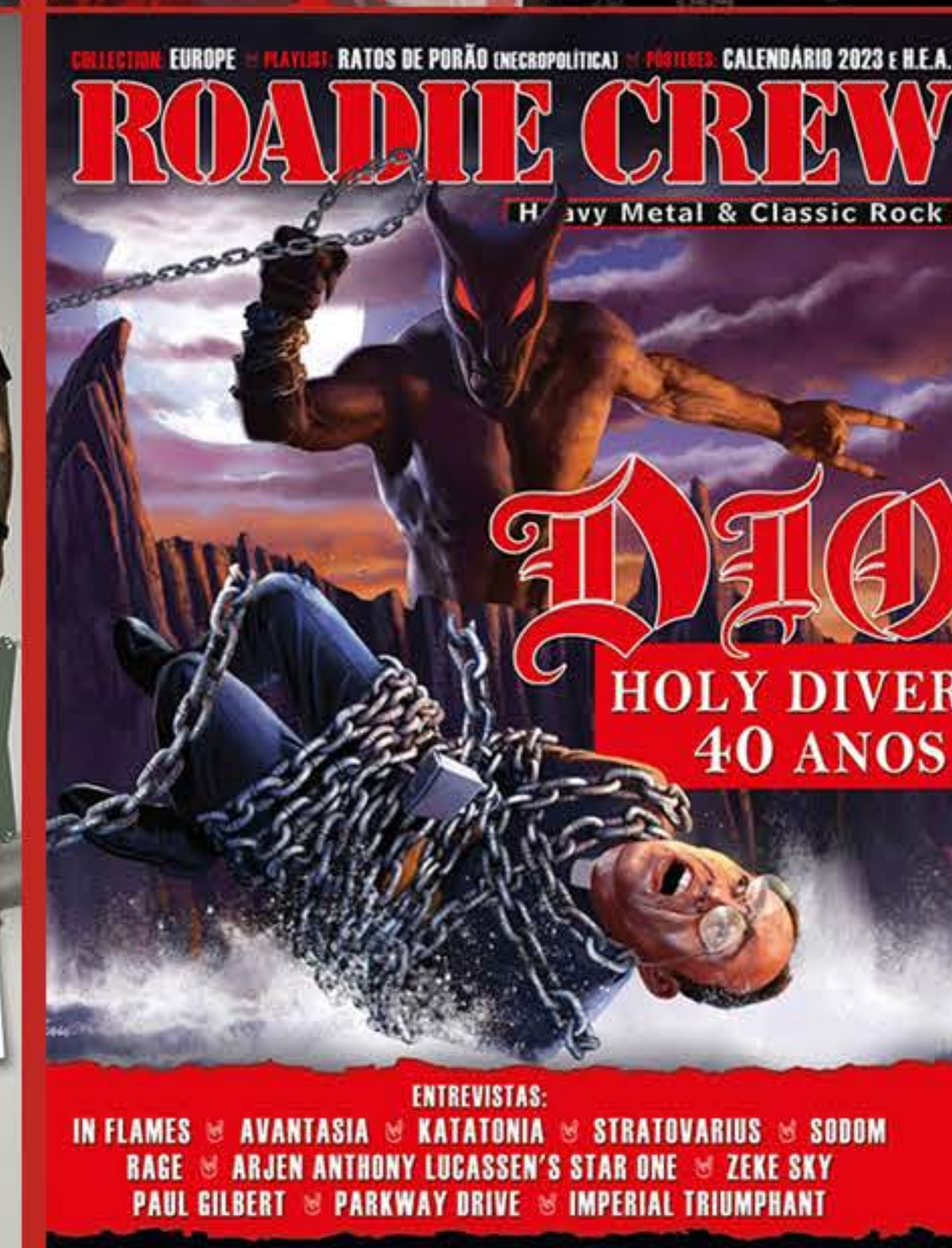
Full Page: see price table

Half Page: see price table

Quarter Page: see price table

Subject to change when part of a package

press@roadiecrew.com or +55 11 99385-8330



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