

GUARANTEED CLICK THROUGHS

SERVED BY

THE Sun ONLINE



Guaranteed click throughs from *Sun Online* are served across the *Sun Online* website in standard ad formats. These clicks are driven by way of ad units which appear on *Sun Online* and are guaranteed to drive traffic to advertisers' websites – these ad units are published alongside the *Sun Online*'s editorial content until they achieve the required amount of guaranteed clicks for the benefit of advertising partners. This is to afford brands maximum visibility, a trusted environment and to drive traffic to a chosen weblink.

The *Sun Online* is one of the UK's top digital newsbrands, with more than 37 million monthly unique visitors. As a brand, it reaches 14 million 18-54 females.

These guaranteed click campaigns work with fixed pricing, meaning that you only pay for the direct benefit and click throughs you receive, making running a campaign through us all-the-more cost effective and reliable.

Banner Packages with the *Sun Online* are an ideal shop window for brands and organisations to benefit the *Sun Online*'s robust editorial environment, a mass engaged readership, the gravitas of appearing on one of the world's most visited websites, and the guarantee of driving click throughs to a landing page of choice to drive sales.

PARTICULARLY CONSIDERING

- The viewership of ads displayed on *Sun Online* is 19% higher than average
- Ad dwell time is 20% higher than average
- 77% of *Sun Online*'s audience look out for special offers when shopping
- The *Sun Online* reaches 9.5m millennials in the UK



19%

higher than average ads viewership

35.9m

monthly unique visitors

62%

of readers are ABC1

20%

higher than average dwell time

RATE CARD

1,000 clicks (minimum order)

POA

Clicks can be served across MPU 1

Prices subject to demand and economies are available depending on requirement/volume of clicks

DISTRIBUTION

- 35.9m average monthly unique visitors to *Sun Online*
- Available nationwide
- PCA provided within 30 days of clicks being served

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC

ABC1 — 62%

C2DE — 38%

GENDER

45%

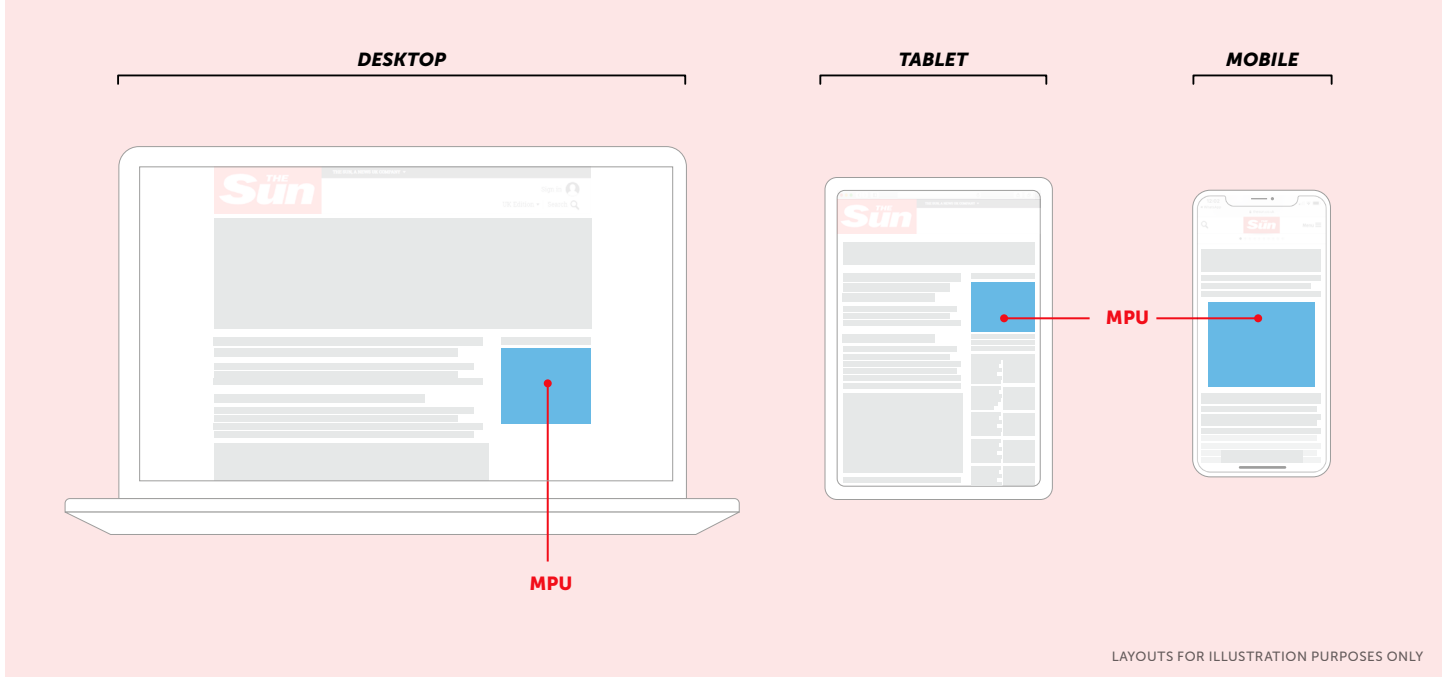
55%

AGE

15-34	30%
35-54	40%
55+	29%

CLICK HERE TO VISIT THE SUN ONLINE

ADVERTISING POSITIONS



ARTWORK SPECIFICATION

MPU: 300px (w) x 250px (h)

SPECIFICATION:

- **Max file size (for image loading):** 50kb maximum
- **Static format:** RGB, 72 dpi, JPEG or PNG
- **Animated format:** RGB, 72 dpi, GIF only

Animated adverts (in GIF format) can loop only three times, and the total animation must not exceed 15 seconds.

Ads must have a distinct colour separation to the rest of the content on *SunOnline* i.e. any ads that are mostly white must have a distinct 1 pixel dark border to separate it from onsite content

PROCESS

- After your order is received, the artwork specification will be emailed by the Production team.
- Define your ideal live date.
- Completed artwork should be sent to the team by the given deadline to avoid delays in publishing content.
- Content required is the ad artwork and the link you'd like the ads to clickthrough to. Received content will be submitted to *SunOnline*'s AdOps team.
- Impressions will be served on *SunOnline*'s owned and operated properties until guaranteed clicks are received, and can appear in different advertising positions on the site.

SUPPLYING CONTENT

PLEASE NOTE: The full content specification and artwork deadline will be given after booking.
Your content can be emailed to production@hurstmediacompany.co.uk

TERMS & CONDITIONS

- All bookings are made subject to Hurst Media's Terms & Conditions of Advertising, which are available by clicking [here](#).
- We reserve the right to convert images to meet the technical specification if they are not supplied as such.
- Image use and copy are subject to *SunOnline*'s editorial discretion.
- Ads must adhere to the Advertising Standards Authority's (ASA) UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code), which can be read [here](#).