

SCMP.COM

The scmp.com is presented in a contemporary and easy-to-read design, with intuitive navigation and fully interactive graphics, photos, videos and more. The complete social media integration allows our users to Like, Tweet and Share articles, photos, info graphics and videos with their friends whether online or via their smart phones. The mobile platform is also optimised to deliver the best viewing experience. Our ad options include banner ads, eDM, presented channel, tablet and mobile platforms.

Desktop

Ad option	Dimensions (W x H)	File size	File format
Super Leaderboard	970 x 90 px	< 60 kb	JPEG / Animated GIF / HTML5
Billboard	970x 250 px	< 80 kb	JPEG / Animated GIF / HTML5
LREC 1	300 x 250 px	< 50 kb	JPEG / Animated GIF / HTML5
LREC 2	300 x 250 px	< 50 kb	JPEG / Animated GIF / HTML5



Super Leaderboard



LREC 1



Billboard



LREC 2

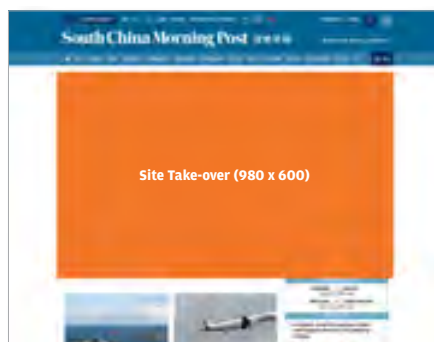
SCMP.COM

Desktop

Ad option		Dimensions (W x H)	File size	File format
Skin Ad*	[Skin + LREC 1]	1600 x 1200 px (Skin) 300 x 250 px (LREC)	< 100 kb < 50 kb	JPEG / Animated GIF JPEG / Animated GIF / HTML5
Site Take-over**	[Site Take-over => LREC 1]	980 x 600 px (Site Take-over) 300 x 250 px (LREC)	< 50 kb < 50 kb	JPEG / Animated GIF / HTML5 JPEG / Animated GIF / HTML5
Floor Ad	[Stage 1 => Stage 2]	970 x 90 px (Stage 1) 970 x 250 px (Stage 2)	< 50 kb < 50 kb	JPEG / Animated GIF JPEG / Animated GIF
Sponsored Ad		300 x 187 px	Text: 75 Char, < 35kb	Text / JPEG
In-Read Video		16:9 or 4:3 ratio	< 20 MB	MOV, MP4, AVI, WMV
Pre-Roll Ad		16:9 or 4:3 ratio	< 10 MB	MP4, WMV, AVI



Skin Ad Left panel + LREC + Skin Ad Right panel



Site Take-over



Floor Ad (Stage 1)



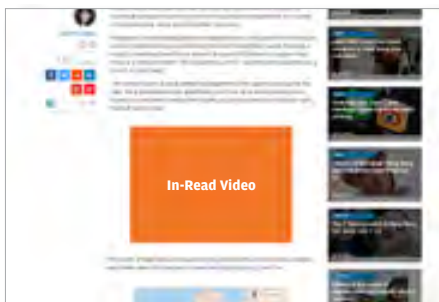
Pre-Roll Ad



LREC



Floor Ad (Stage 2)



In-Read Video



Sponsored Ad

Remarks: * All Skin Ads executed with LREC 1.
** All Site Take-over collapses to LREC 1