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Introduction

The new tfl.gov.uk website marks a seismic step forward for TfL and, more importantly, for our customers. The site been built from the ground up to meet the demands and expectations of a travelling public who now are more likely to be using smartphones or tablets than desktop devices to plan journeys and interact with TfL's services.

The site has been designed using user-centred design principles, and we have adopted a mobile-first approach to the design - so all the functionality that customers need will be fully available on any device.

For advertisers, this is an unparalleled opportunity to reach a vast number of people in London and deliver messages across multiple devices.

This document describes a variety of exciting and engaging advertising options available for the first live launch of the site. Following launch, we will continue to develop and improve the site to ensure that there are highly creative and effective advertising units available.

1. Heroes

Heroes are the high-profile ad spaces on the tfl.gov.uk website. They're perfect for big and punchy campaigns with strong visuals and clear messages. Think the Cromwell Road billboards on steroids. Imagery can be used to great effect in some of the most prominent areas of the site on all devices and across all breakpoints.

There are currently three variants of heroes:

- Homepage
- Journey Planner and Stations, Stops and Piers
- Section



1.1 HOMEPAGE HERO

The homepage hero unit is a high visibility space for big impact. It consists of a single image that scales to fit devices, with breakpoints around the main device screen sizes: desktop, tablet and smartphone. The primary visual areas are central and right on the screen; the journey planner will cover the left side.

Specification

Base image size: 1400 x 700 px

Filesize limit: 400 KB

Image format: JPEG / PNG

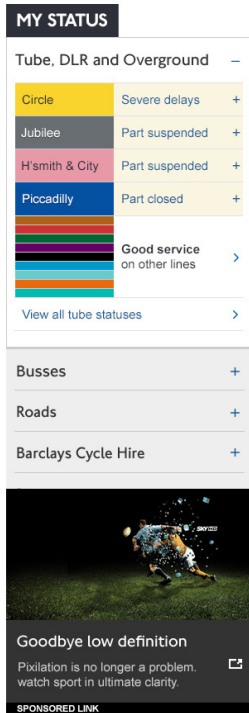
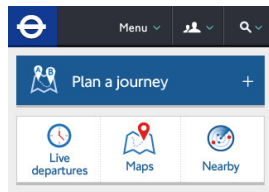
Headline: 35 character limit

Body copy: 85 character limit

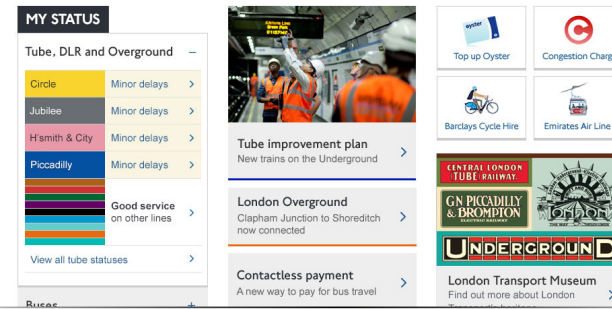
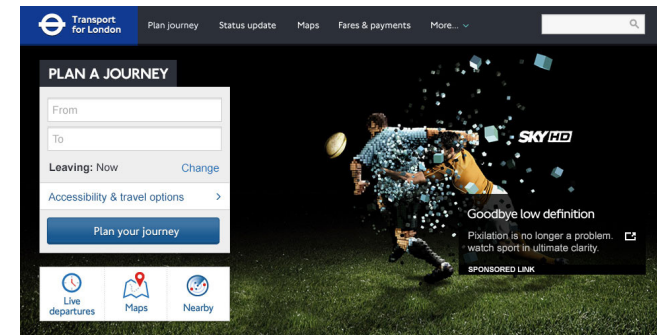
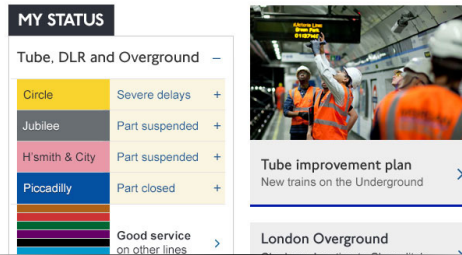
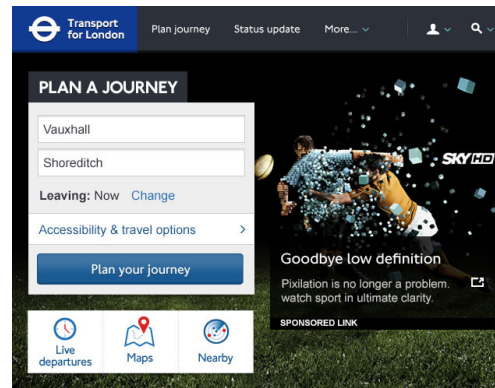
Link: from copy panel



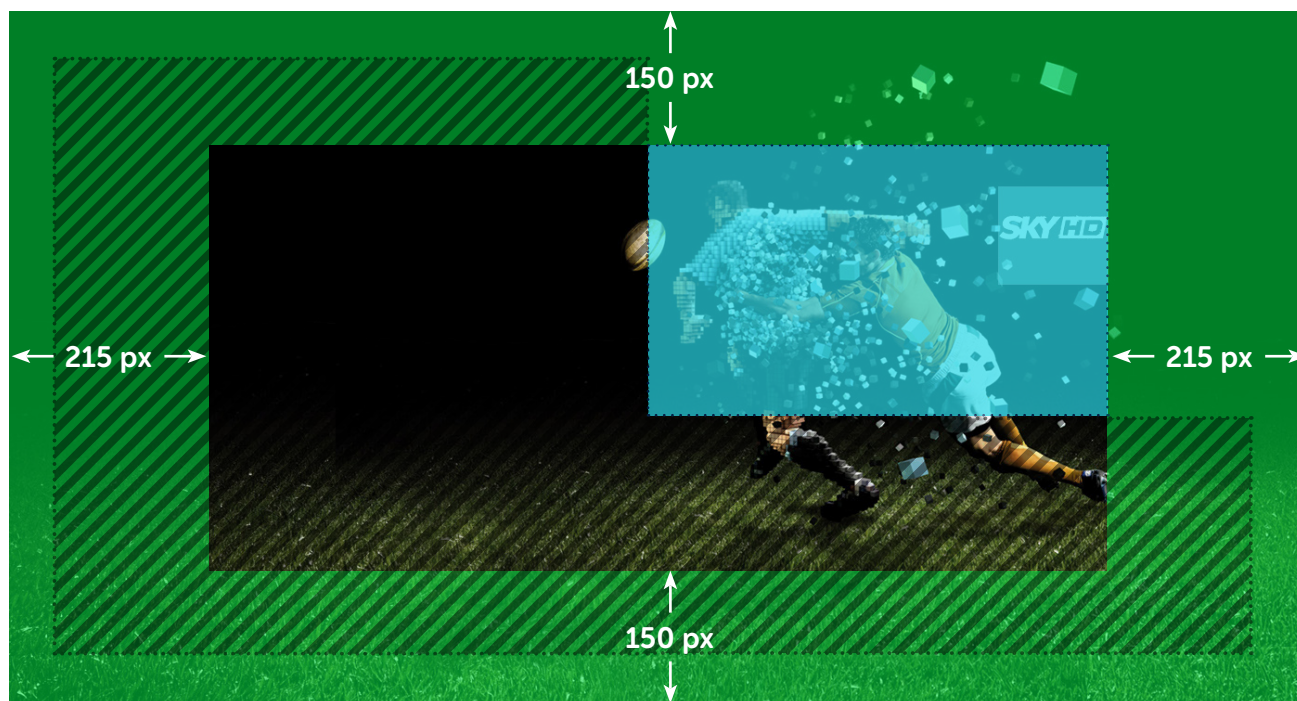
1.1 HOMEPAGE HERO: CREATIVE SAMPLE



London Overground



1.1 HOMEPAGE HERO: SAFE AREAS



The responsive construction of the site means that certain areas of the image may not be visible at certain screen size. Certain site functionality will also lie over the top of the hero image.

This diagram illustrates the 'safe' areas, illustrating both the areas likely to be covered by functions and those that could be obscured at different screen sizes.



Focal area in safe zone



Area likely to be obscured by journey planner or text/link box



Area cropped at various screen sizes (eg logo, faces etc could be out of frame)

1.2 JOURNEY PLANNER / STATIONS, STOPS & PIERS PAGE HERO

These pages are popular and busy areas of the site, and will provide high visibility for campaigns second only to the homepage.

Please note: currently there is no hero image available on the 'mobile' sized screen, ie this will be displayed on desktop and tablets sizes only.

Specification

Base image size: 1400 x 1050 px

Filesize limit: 400 KB

Image format: JPEG / PNG

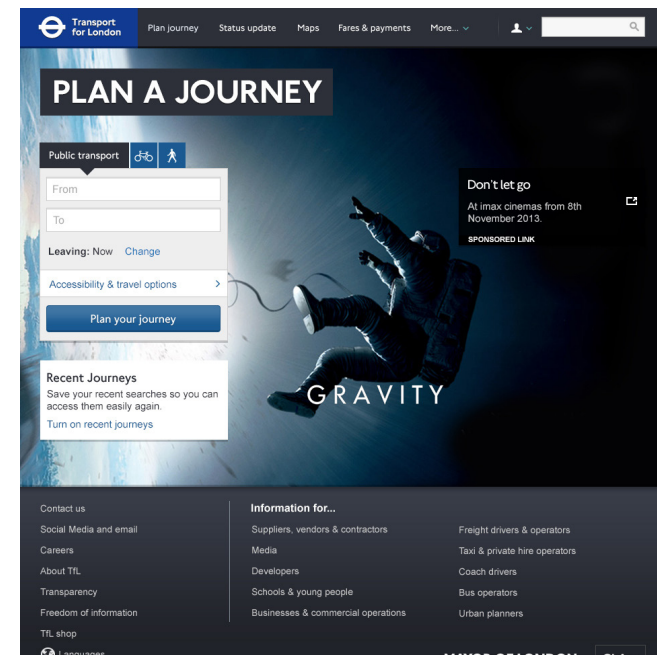
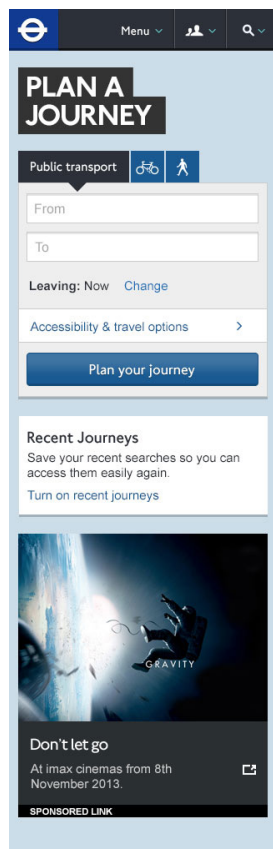
Headline: 35 character limit

Body copy: 85 character limit

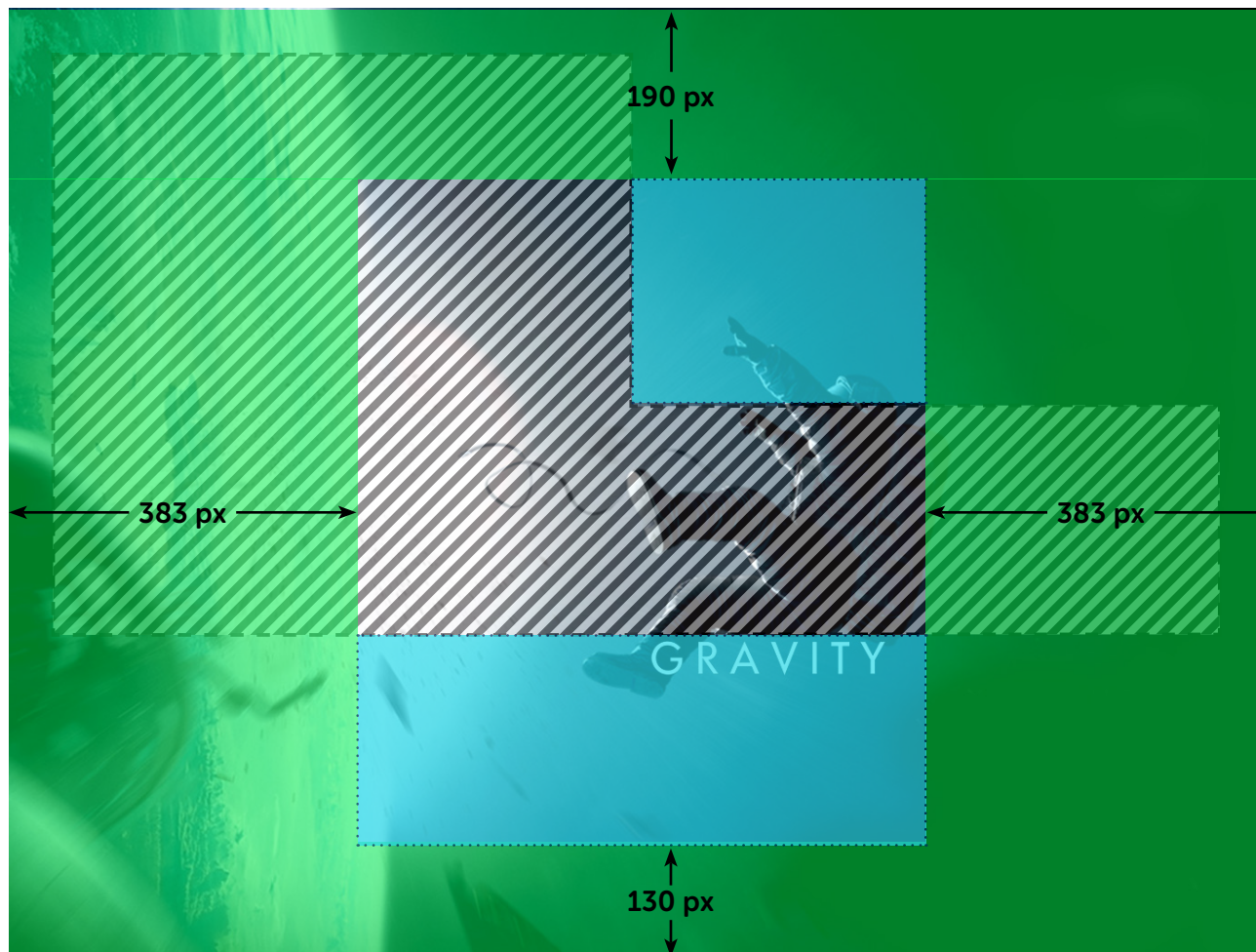
Link: from copy panel






1.2 JOURNEY PLANNER / STATIONS, STOPS & PIERS PAGE HERO: CREATIVE SAMPLE



1.2 JOURNEY PLANNER / STATIONS, STOPS & PIERS PAGE HERO: SAFE AREA



-  Safe zone / Focal point
-  Area likely to be obscured by journey planner or link box
-  Area cropped at various screen sizes (eg logo, faces etc could be out of frame)

1.3 LANDING PAGE HERO

Landing page heroes are placed at the head of transport mode landing pages:

Buses	Driving
Tube	Cycling
DLR	Walking
London Overground	Emirates Air Line
Taxis & minicabs	Trams
River	Coaches
Dial-a-Ride	

Specification

Base image size: 700 px x 350 px

Image format: JPEG / PNG

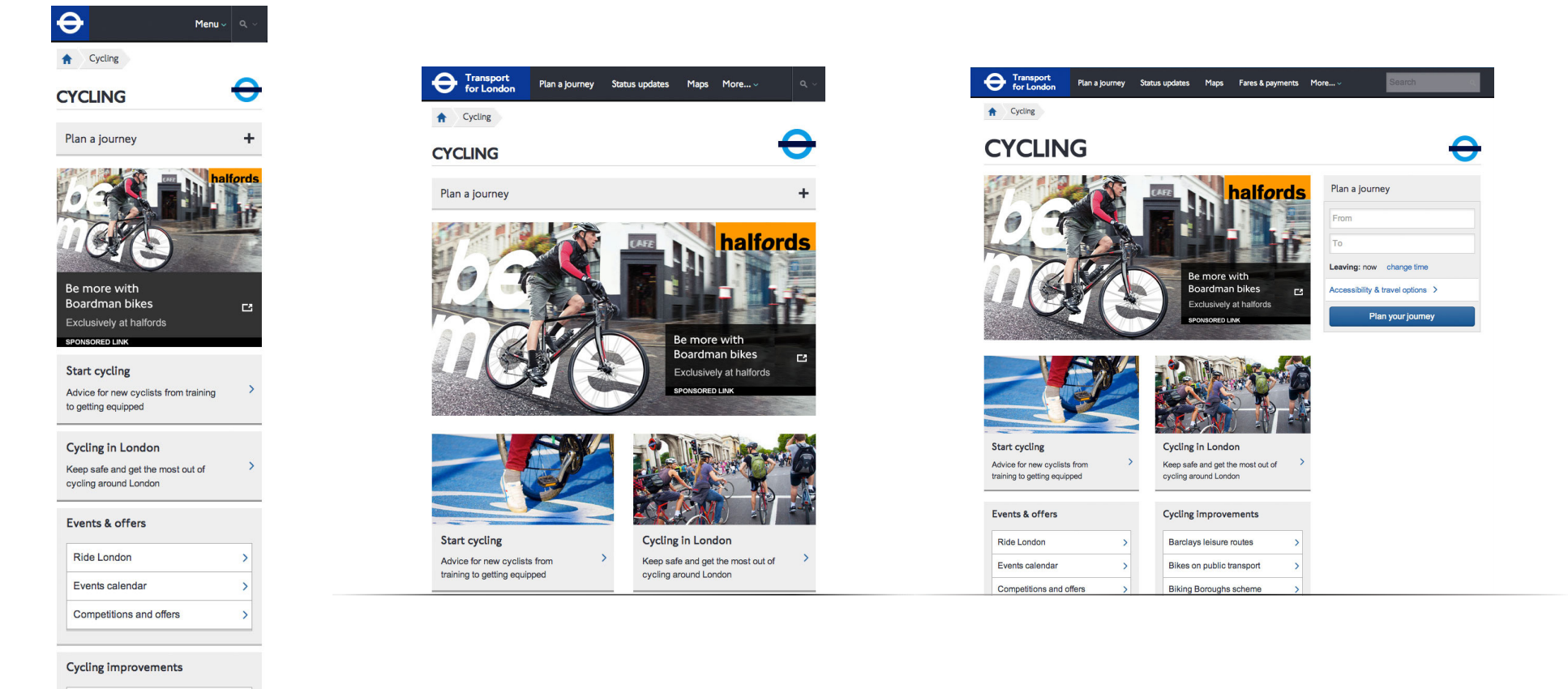
Headline: 35 character limit

Body copy: 85 character limit

Link: from copy panel



1.3 LANDING PAGE HERO: CREATIVE SAMPLE



1.3 LANDING PAGE HERO: SAFE AREA



Safe zone / Focal point



Area likely to be obscured by
link box

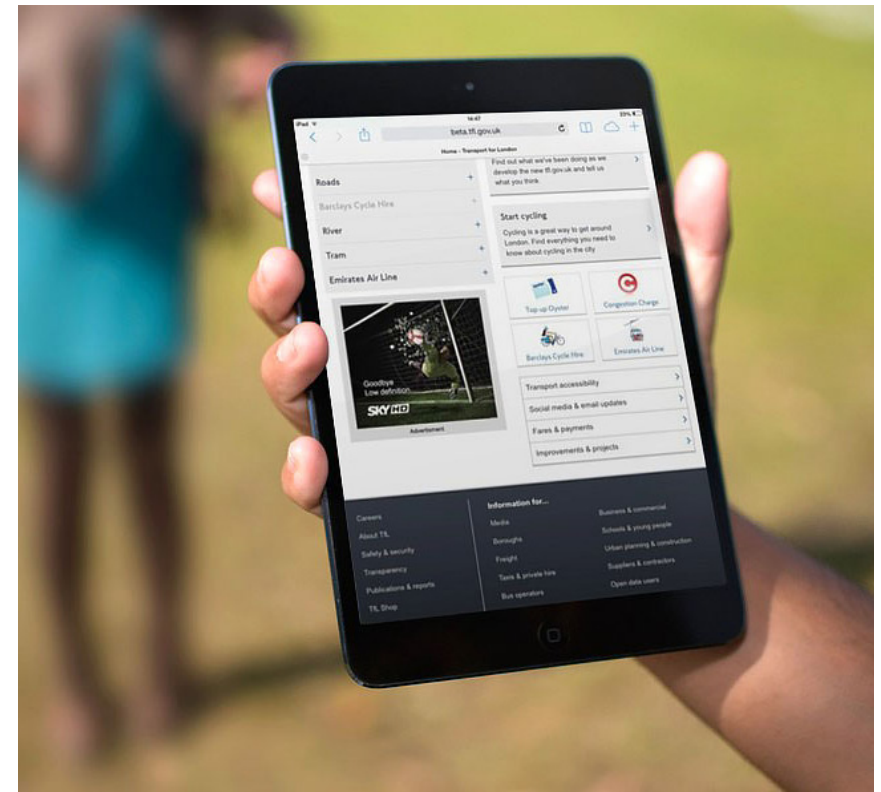
2. MPUs

The MPU offering provides a powerful, flexible way to get your message on key pages throughout the site. The pages available for MPU placement are:

- Homepage
- Landing pages
- Section pages
- Content pages
- Station, Stops and Pier pages

MPUs come in two flavours - 'Sponsored' and 'Standard'. These are described in more detail below.

Note: there are certain limited screen resolutions where the column pixel size falls below 300px wide: the MPUs will not be displayed in these cases.



2.1 SPONSORED MPU

Sponsored MPUs contain a static image and messaging from advertisers, but are built by TfL. The MPU unit uses site styles and fonts exactly like other TfL generated content, thereby giving the unit the added weight of an official TfL communication. Advertisers should be aware that approximately a third of the image will be obscured by the text box overly. The word 'Sponsored' will appear below the unit.

Specification

Unit size: 300 x 250 px / Clear image: 300 x 168 px

Image format: JPEG or PNG

Filesize: 40 KB

Headline: 32 character limit

Body copy: 100 character limit (includes spaces)

Link: whole unit



2.2 STANDARD MPU

This is a standard 300 x 250 pixel advertising unit. If a campaign is already underway, or you want to minimise the job of generating new creative across multiple media, then this is a great option.

The word 'Advertisement' will appear below the unit.

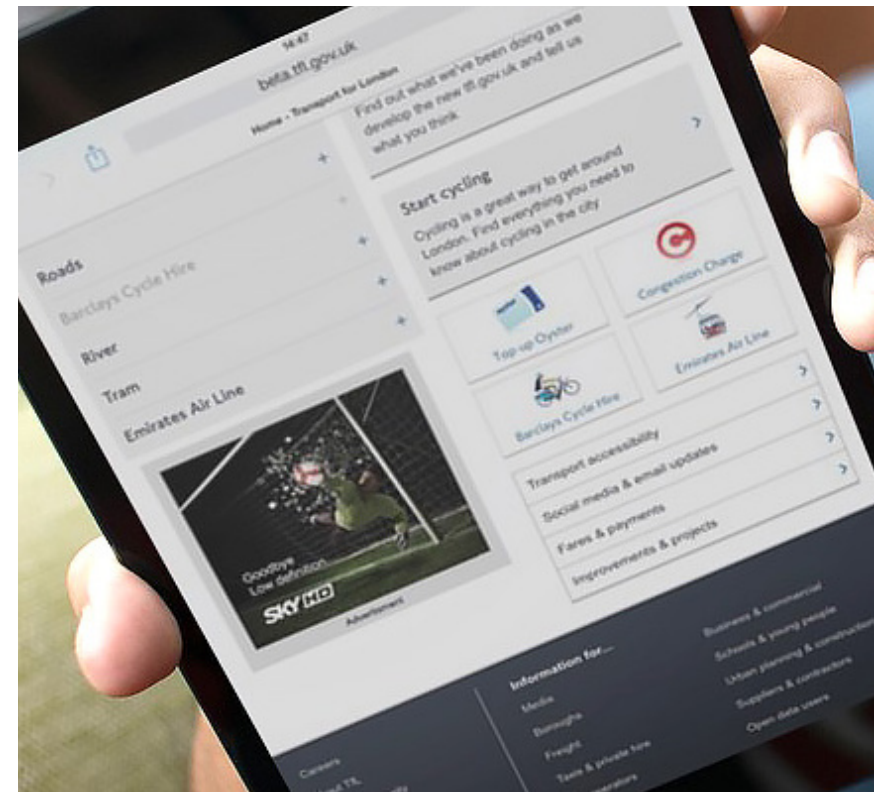
Specification

Size: 300 x 250 pixels

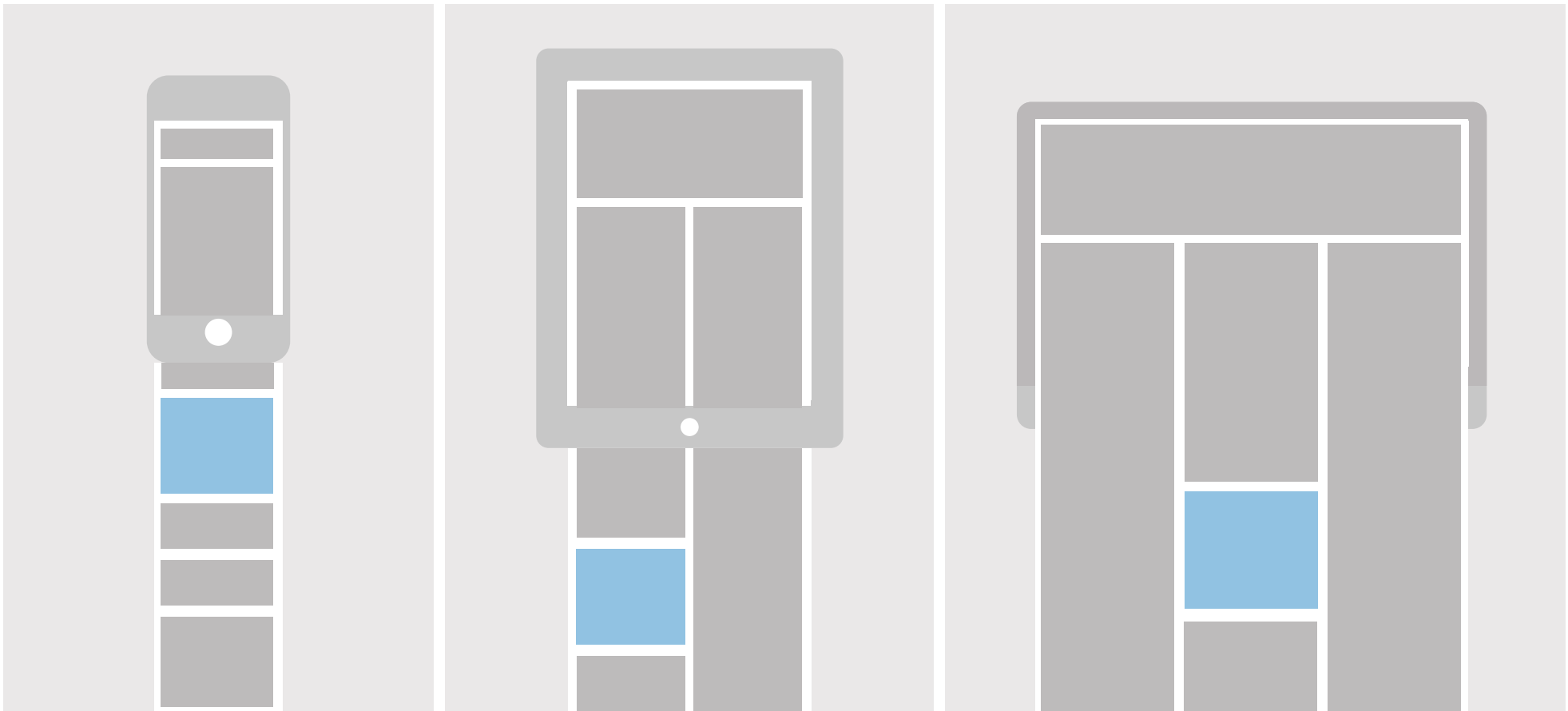
Filesize limit: 40 KB

Image format:: JPEG or PNG

Link: whole unit

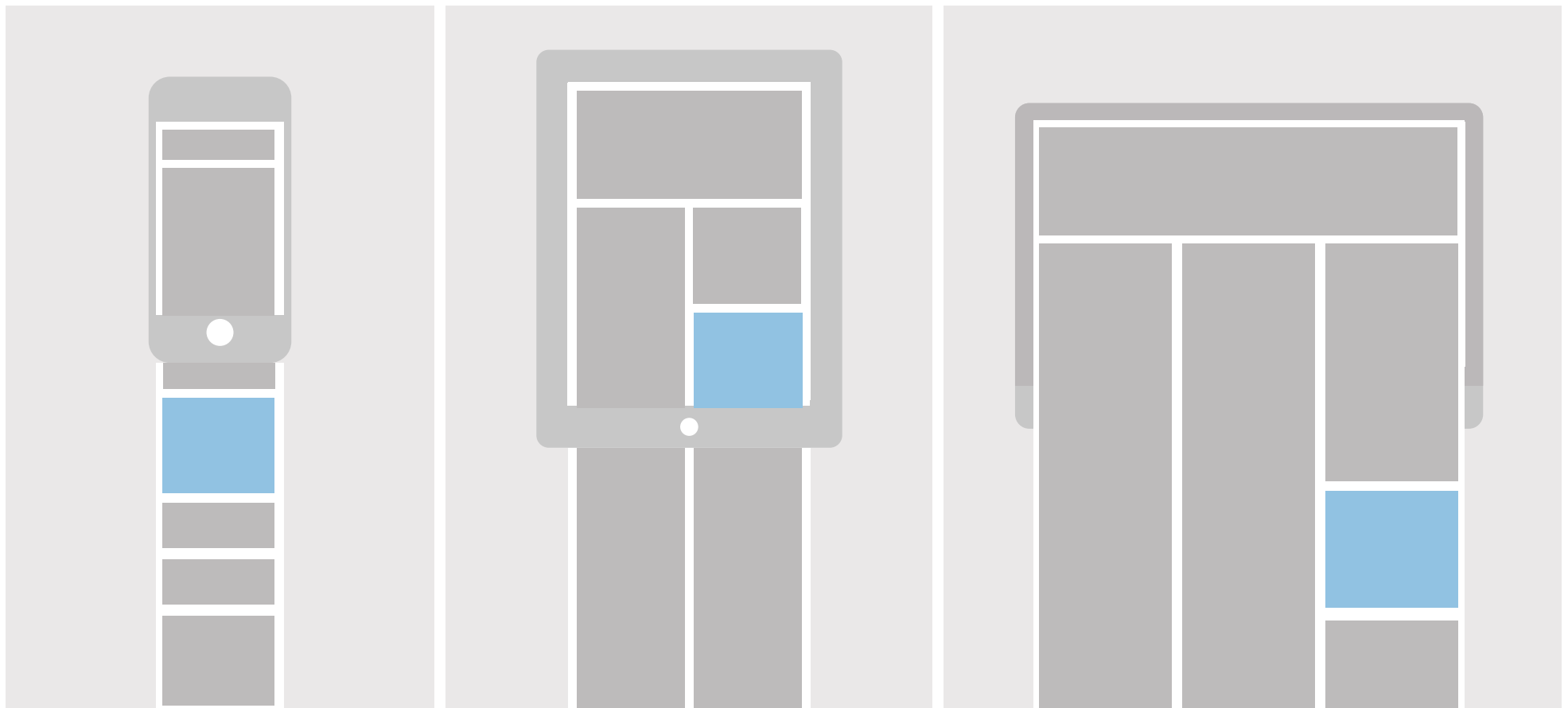


MPU POSITIONING: HOMEPAGE



Not to scale

MPU POSITIONING: OTHER PAGES



Not to scale

3. Other Options

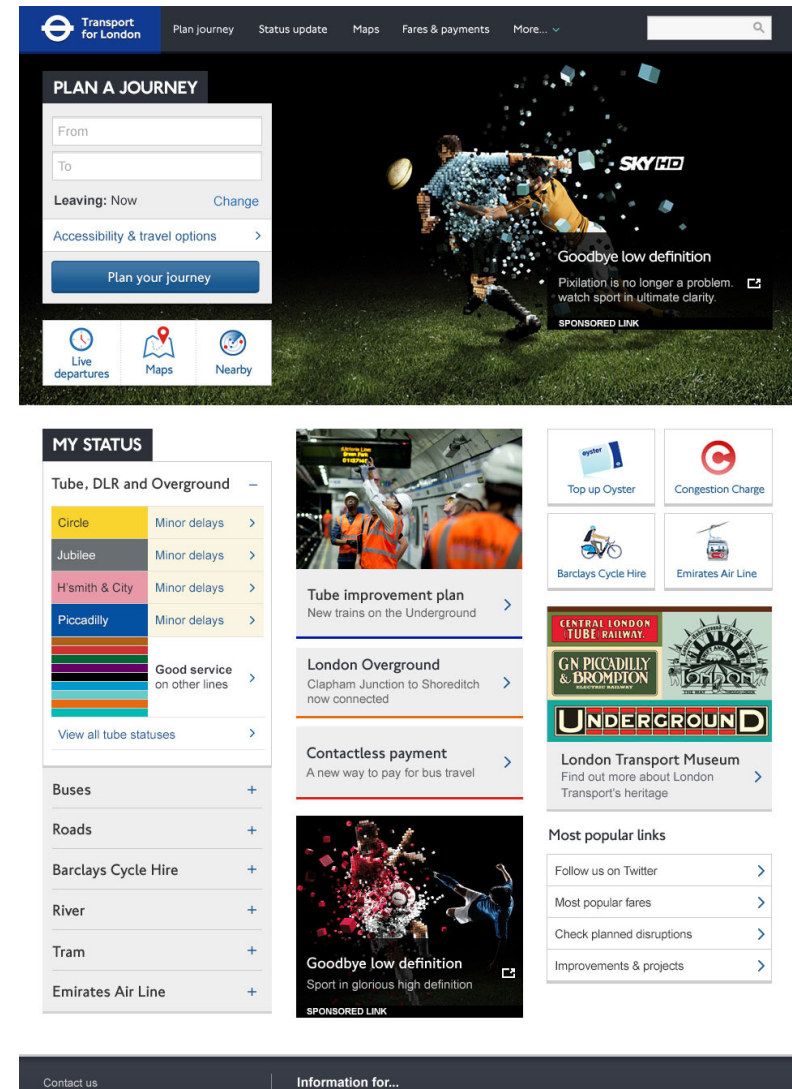
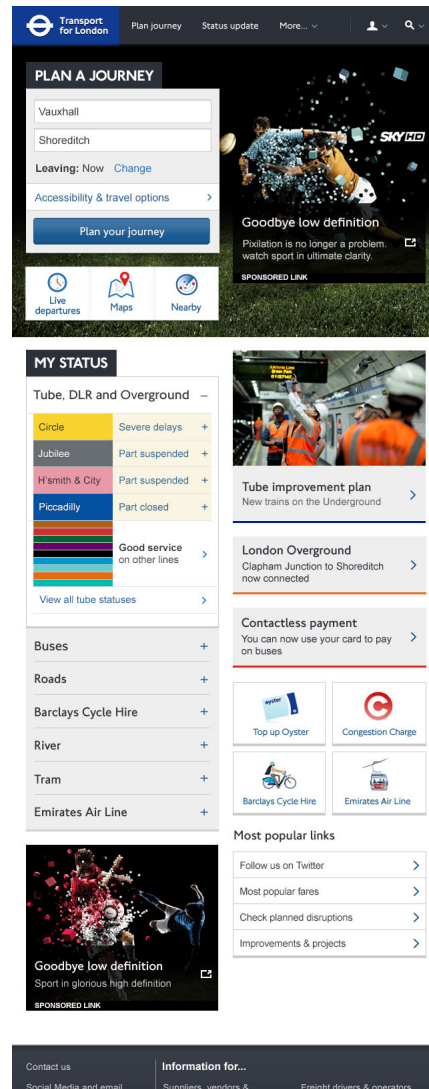
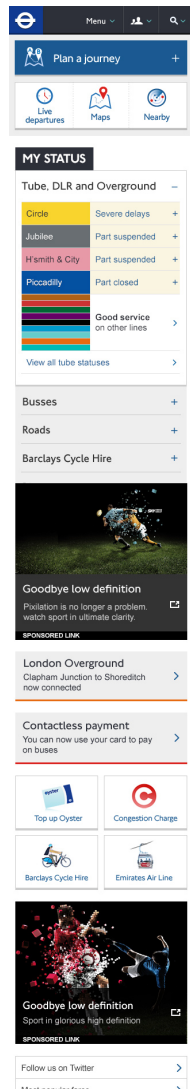
There are two further opportunities available for launch which allow for more depth and power under your campaigns.

3.1 HOMEPAGE PREMIUM

The Homepage premium offering allows domination of the homepage by one campaign through use of both the Homepage Hero space and the MPU. This is likely to pack the biggest punch in terms of audience reach, impact and engagement.

Specification
Homepage Hero
plus
Sponsored MPU on homepage
or
Standard MPU on homepage

3.1 HOMEPAGE PREMIUM



3.2 SECTION/CAMPAIGN PAGE

A Campaign Page is an 'advertorial' approach to a campaign. This is a page within the tfl.gov.uk website, in a standard TfL format, containing advertising content. It gives advertisers the ability to deliver more depth to their campaign, with space to deliver more messaging and information than otherwise available. The page includes a page header Hero image, body copy using the site fonts and image panels, and multiple links out. The page should form part of a larger campaign in order to drive traffic to it.

Specification

Base image size: 1400 px x 512 px

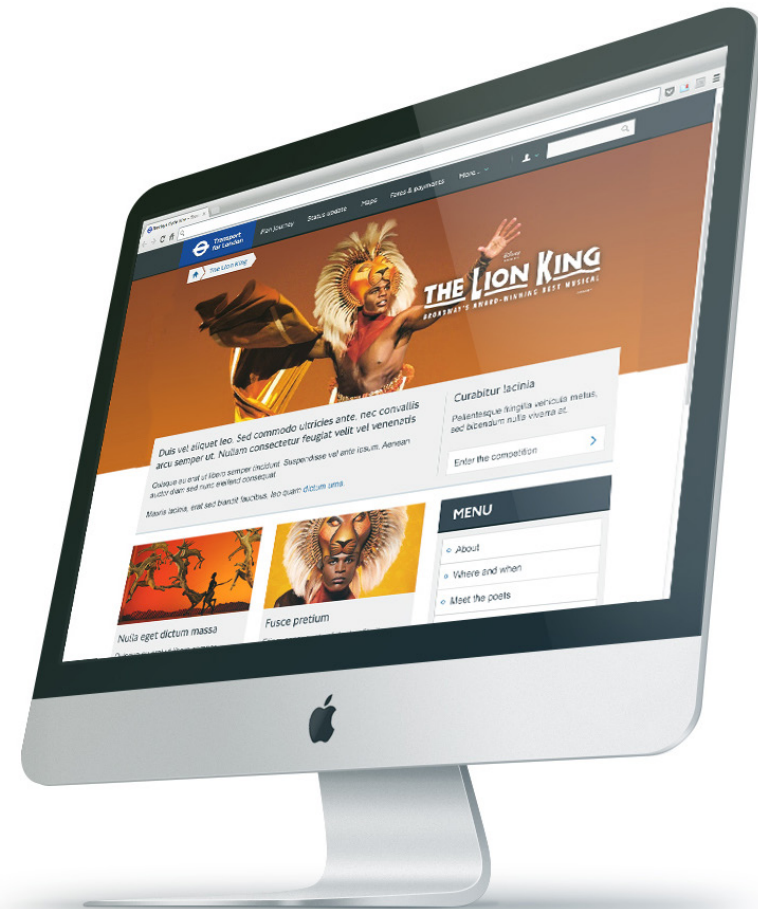
Filesize limit: 400 KB

Image format: JPEG / PNG


1 - 2 image units: 282 px x 140 px

Multiple copy and image units in page with links

Possible use of Journey Planner functions




3.2 SECTION/CAMPAIGN PAGE



Menu

The Lion King - Advertisement feature



THE LION KING

Set against the majesty of the Serengeti Plains to the evocative rhythms of Africa, this spectacular production explodes with glorious colours, stunning effects and enchanting music.

Quisque eu erat ut libero semper tincidunt. Suspendisse vel ante ipsum. Aenean auctor diam sed nunc eleifend consequat. Mauris lacinia, erat sed blandit faucibus, leo quam dictum urna.


This acclaimed production has been seen by over 65 million people around the world, and in addition to the two UK productions can currently be seen in New York, Tokyo, Hamburg, Madrid and on tours of the US and Japan.

Plan your journey to the Lyceum Theatre

From: Enter a start location


To: Lyceum theatre, London

Plan your journey




Exclusive video clips

Quisque eu erat ut libero semper tincidunt. Suspendisse vel ante ipsum. Aenean auctor diam sed nunc eleifend consequat.




Meet the cast

Etiā consequat volutpat velit vitae ornare. Mauris lacinia, erat sed blandit faucibus, leo quam dictum urna, eget.



Plan journey Status update More...

The Lion King - Advertisement feature



THE LION KING

BROADWAY'S AWARD-WINNING BEST MUSICAL

Set against the majesty of the Serengeti Plains to the evocative rhythms of Africa, this spectacular production explodes with glorious colours, stunning effects and enchanting music.

Quisque eu erat ut libero semper tincidunt. Suspendisse vel ante ipsum. Aenean auctor diam sed nunc eleifend consequat. Mauris lacinia, erat sed blandit faucibus, leo quam dictum urna.


This acclaimed production has been seen by over 65 million people around the world, and in addition to the two UK productions can currently be seen in New York, Tokyo, Hamburg, Madrid and on tours of the US and Japan.

Plan your journey to the Lyceum Theatre


From: Enter a start location

To: Lyceum theatre, London


Plan your journey



Exclusive video clips




Meet the cast



Plan journey Status update Maps Fares & payments More...

The Lion King - Advertisement feature



THE LION KING

BROADWAY'S AWARD-WINNING BEST MUSICAL

Set against the majesty of the Serengeti Plains to the evocative rhythms of Africa, this spectacular production explodes with glorious colours, stunning effects and enchanting music.

Quisque eu erat ut libero semper tincidunt. Suspendisse vel ante ipsum. Aenean auctor diam sed nunc eleifend consequat. Mauris lacinia, erat sed blandit faucibus, leo quam dictum urna.


This acclaimed production has been seen by over 65 million people around the world, and in addition to the two UK productions can currently be seen in New York, Tokyo, Hamburg, Madrid and on tours of the US and Japan.

Plan your journey to the Lyceum Theatre

From: Enter a start location


To: Lyceum theatre, London

Plan your journey



Exclusive video clips

Quisque eu erat ut libero semper tincidunt. Suspendisse vel ante ipsum. Aenean auctor diam sed nunc eleifend consequat.



Meet the cast

Etiā consequat volutpat velit vitae ornare. Mauris lacinia, erat sed blandit faucibus, leo quam dictum urna, eget.

MENU

- A magical production
- Exclusive video clips
- Meet the Cast
- Reviews
- Directions to Lyceum Theatre

Contact us

Careers

About TfL

Transparency

Freedom of information

TfL shop

Information for...

Suppliers, vendors & contractors

Media

Developers

Schools & young people

Businesses & commercial operations

Freight drivers & operators

Taxi & private hire operators

Coach drivers

Bus operators

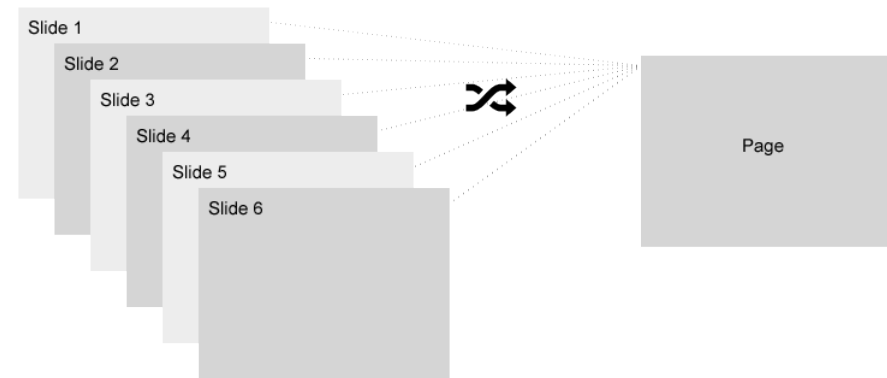
Urban planners

Further details

TfL Online Asset	Persistence	Commercial time % sold
Homepage Hero	Yes	25%
Journey Planner Hero	Yes	50%
SS&P Hero	Yes	50%
Landing page Hero	Yes	25%
Sponsored MPU	No	100%
Standard MPU	No	100%
Section/Campaign Page	N/A	100%

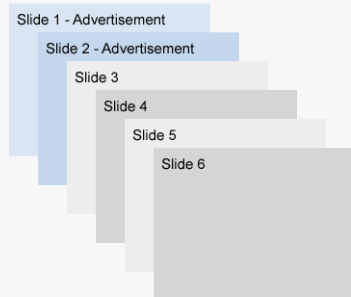
Further details

Images for Homepage, Journey Planner and Station Stops & Piers are pulled in at random from a pool of 6 slides. Slides are placed in the page on first load and stay fixed for the duration of the visit. Upon revisiting or refreshing the page the user may see a different slide.

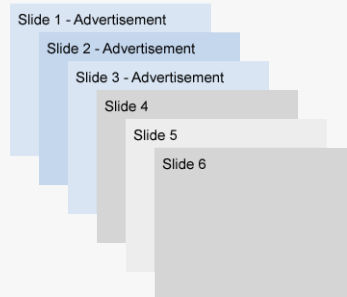


Advertisers have the option to purchase slides in the following packages:

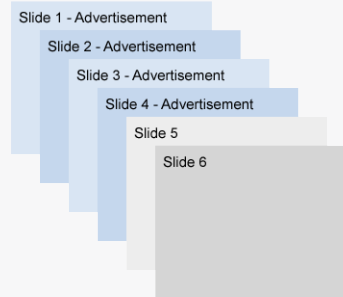
2 slides provides advertisers
with 33% exposure of adverts



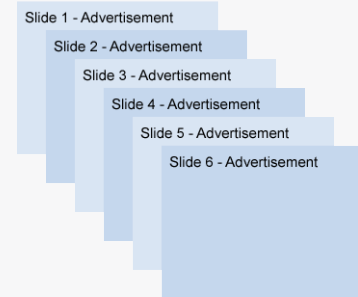
3 slides provides advertisers
with 50% exposure of adverts



4 slides provides advertisers
with 66% exposure of adverts



6 slides provides advertisers
with 100% exposure of adverts



Creative standards

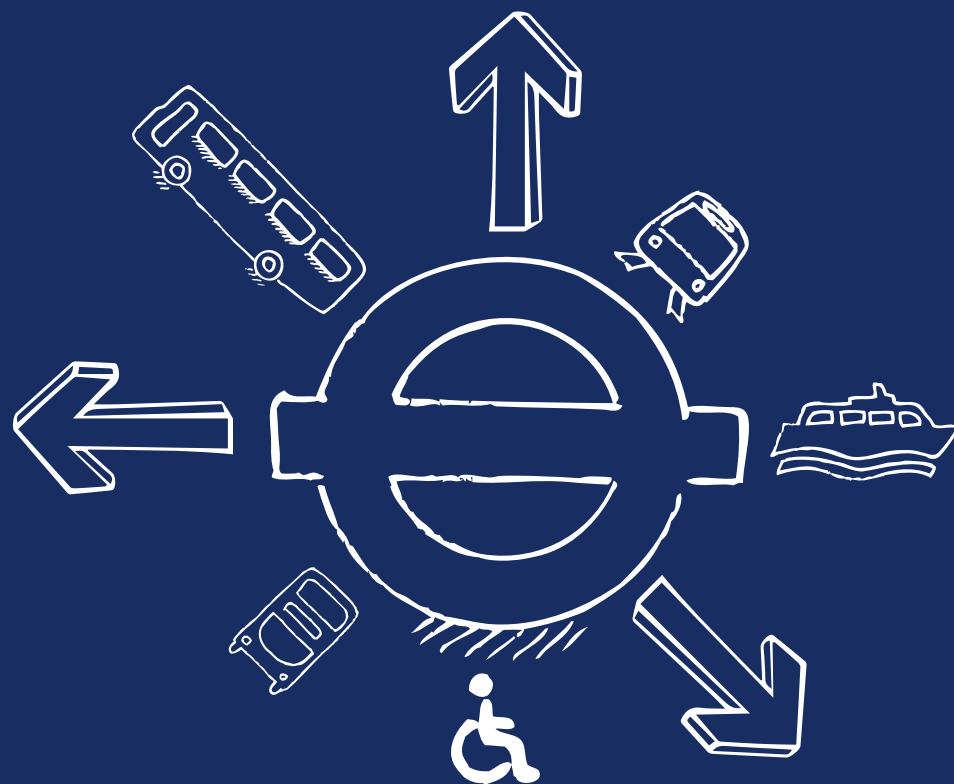
We believe that it is important for our customers and advertisers that the creative work displayed on tfl.gov.uk is as attractive, engaging and enjoyable as possible. In order to ensure that we attract the best in advertising, we need to ensure that there are standards that are met in the creative supplied; imagery, copy and the campaign as a whole.

To this end we will be developing guidelines to assist advertisers in understanding these standards.

Phase 2

This is just the start. Over the coming months we will be looking at compelling new creative opportunities, including:

- Dynamic layered Hero images (eg images/text moving and scaling over background image for different screen sizes)
- Top of page hero images on mobile screens for increased impact
- A range of propositions such as affiliate transactions and corporate partnerships and sponsorship



Type: Standard

Owner: TfL Online Compliance

Department: TfL Online

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Version History

Version	Date	Summary of changes
1.0	08/01/2014	First issue
2.0	06/08/2014	Ammended image size details

Review History

Name	Title	Date	Comments
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