

Flex Frame Everywhere

Flex Frame Everywhere is a full-bleed, responsive unit that delivers content in-stream alongside editorial, on desktop and mobile. It is a canvas for brand storytelling and delivers at scale.

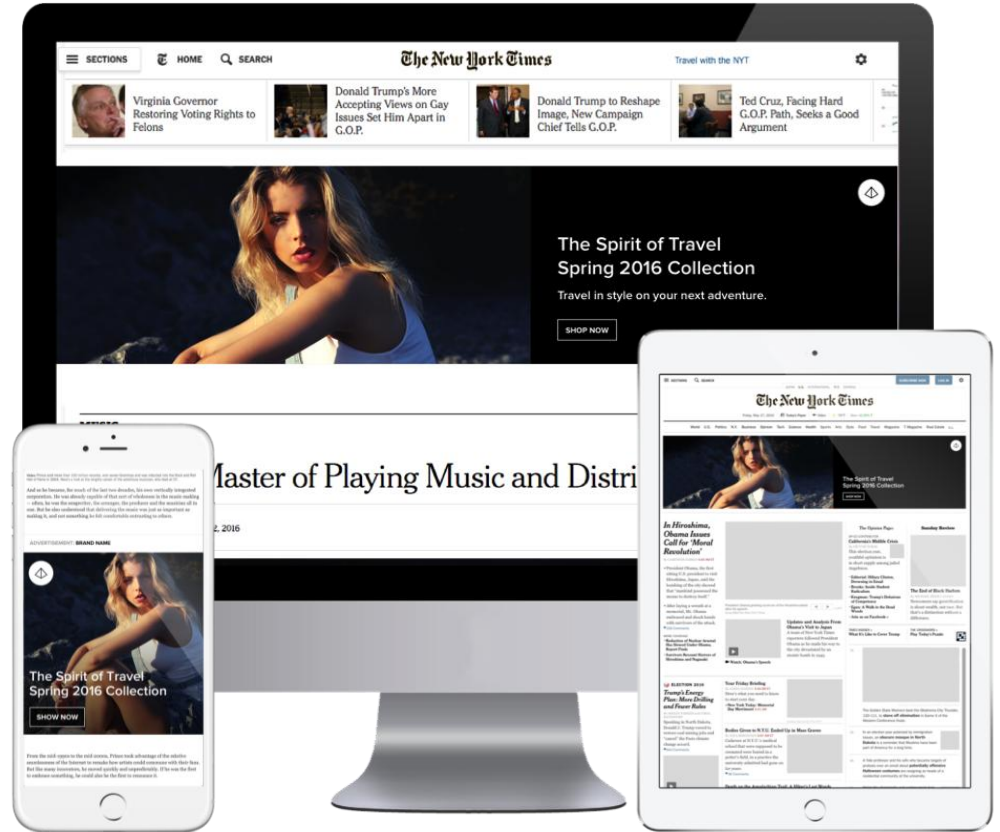
OPPORTUNITY

- Runs across:
 - Desktop
 - Mobile Web, iOS and Android New Apps*
 - Tablet Web
- NYT to build unit

FUNCTIONALITY

- **Native:** Client supplies assets to exact spec
 - Messaging
 - Slideshow
 - Video (user-initiated)
 - No production fee required
- **Custom:** Client-supplied or original assets
 - Production fees apply based on scope and functionality

NYT Flex Frame



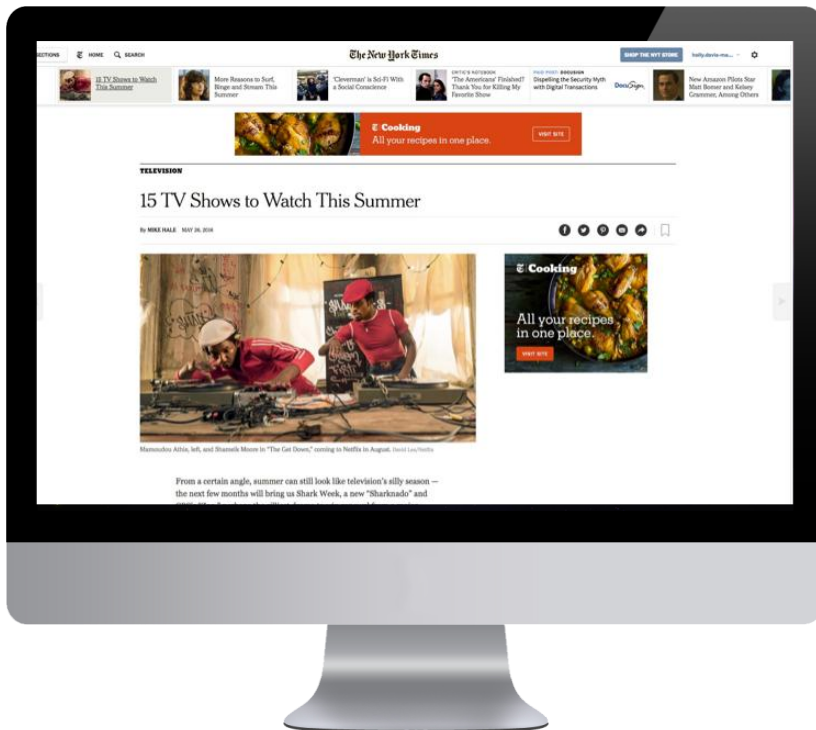
*Does not include NYT Now, Cooking or RE Apps

Desktop Metrics

Flex Frames outperform standard IAB units.

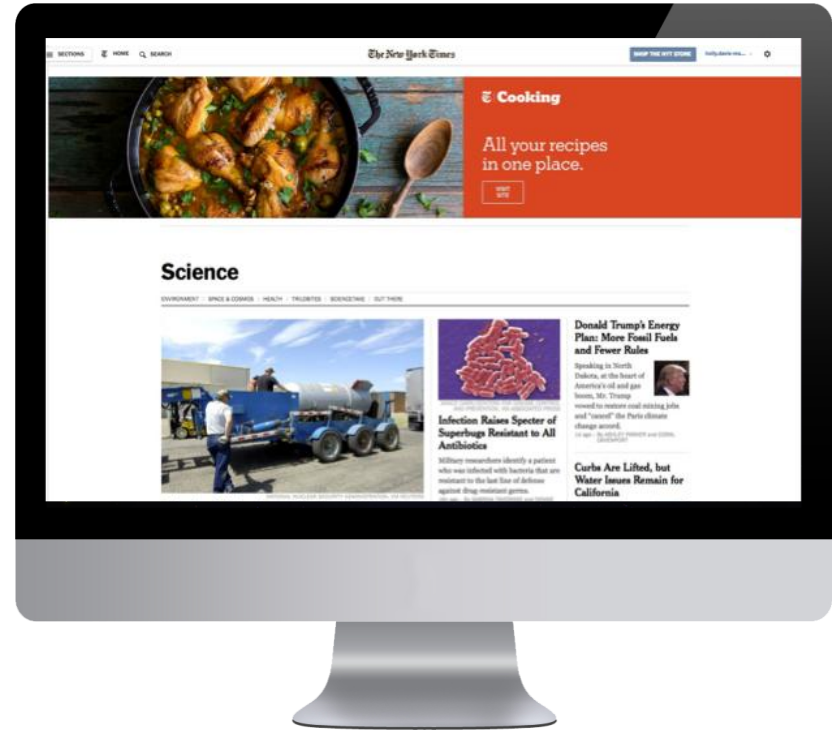
.13% CTR

728x90 / 300x250



.96% CTR

Flex Frame

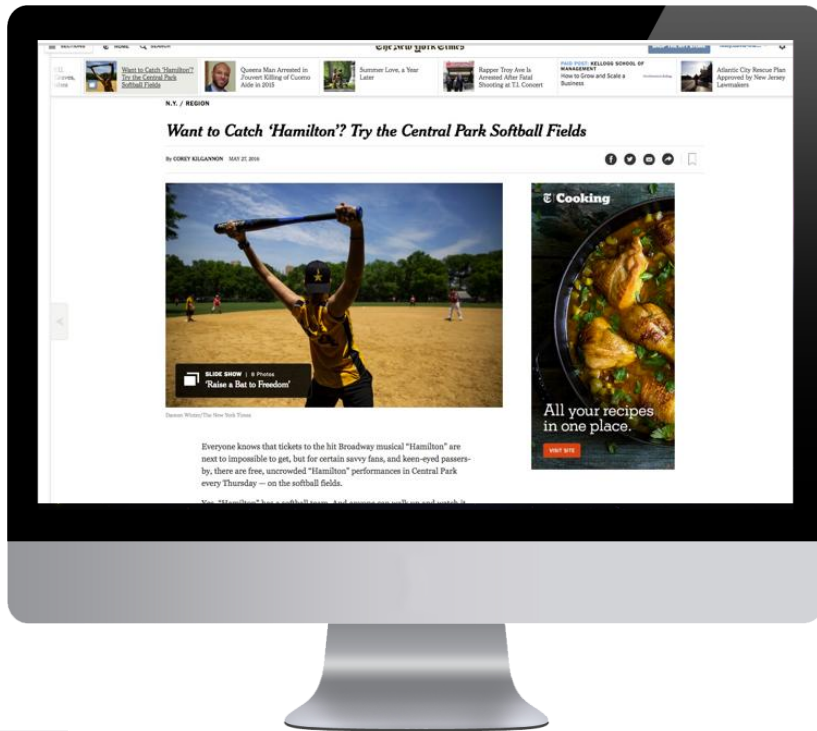


Desktop Metrics

Flex Frames outperform standard IAB units.

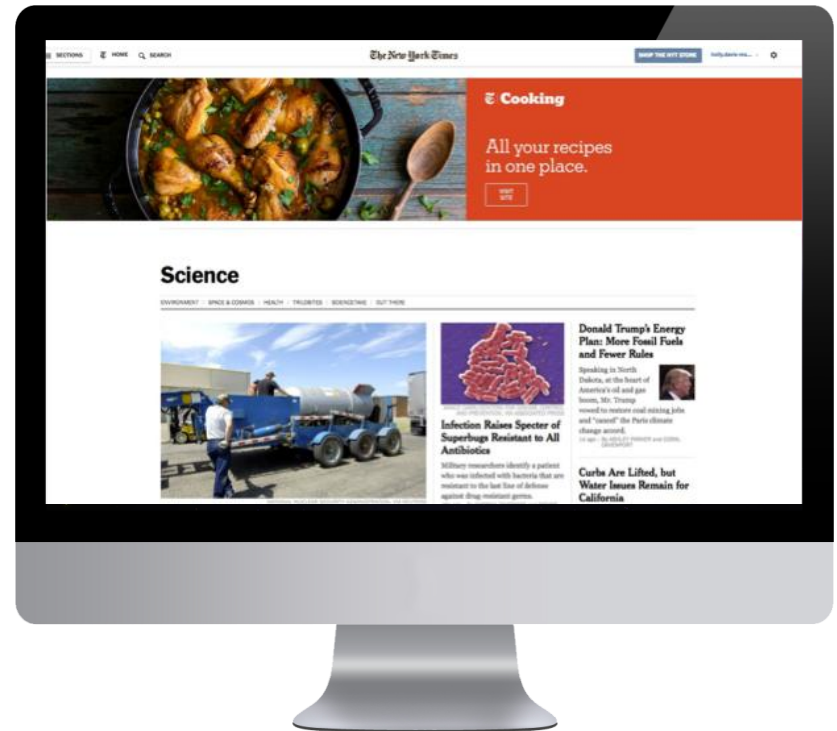
.36% CTR

300x600



.96% CTR

Flex Frame

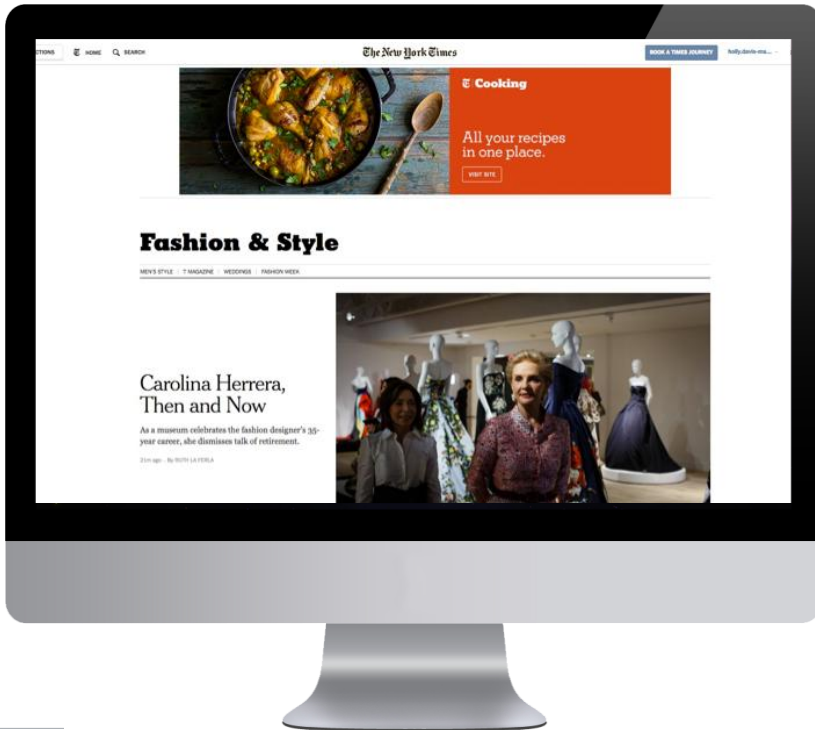


Desktop Metrics

Flex Frames outperform standard IAB units.

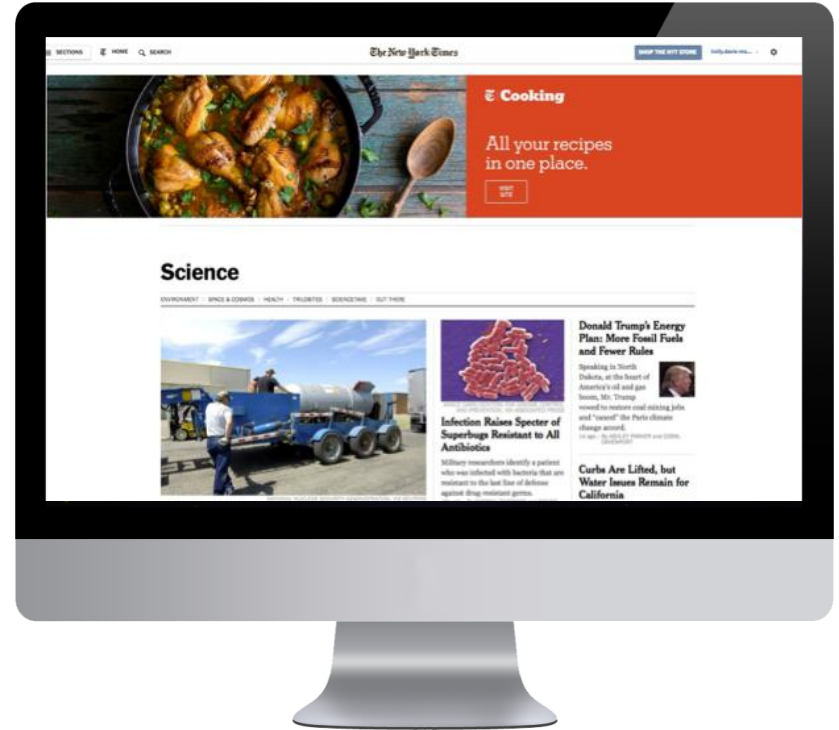
.62% CTR

970x250



.96% CTR

Flex Frame



Mobile Metrics

Flex Frames outperform standard IAB units.

.43% CTR **.75% CTR**

300 x 250

Flex Frame

