1XL Charter

ABOUT 1XL

1XL is a publisher cooperative with a finite site list of only trusted and invested in local, regional and national news media brands; some of which are centuries old, all of which are cherished by the communities they serve.

1XL is owned by its publishers. When you buy from 1XL you are buying from the publisher.

We have over 5000 journalists creating and curating high quality, locally relevant content across 800+ sites.

A full list of publishers, sites and URLs is available on our website or upon request.

OUR ADVERTISER PROMISE

Site level transparency

Where a campaign is directly sold (via IO) and runs across more than one site, we will provide a delivery breakdown at a site level.

Programmatically, we declare all URLs to the buyer within the bid request.

Brand safety

Unless otherwise specified, we exclude high-risk content, as defined by IAS, from all our directly sold campaigns.

We will use buyers' custom brand safety rules on request.

We do not buy, sell or arbitrage third party media unless an audience extension product is explicitly requested and bought.

Non-human traffic

Bot traffic is monitored closely through IAS and investigated if levels to any URL rise above 2%.

We do not count traffic we consider to be non-human towards campaigns.

Targeting

We can target campaigns to particular sites, geographies, or audiences.

Where a buyer is using our audience targeting, we will be transparent about how we have composed the audience segment and the sources used to define that segment.

Unless otherwise specified, all audiences comprise solely from first party data.

First party data is garnered lawfully and with appropriate permissions using our DMP.

Viewability

We measure viewability according to the IAB viewable ad impression guidelines, namely:

For standard formats, 50% or more of the pixels were in view for one second or longer.

For larger formats above 242,500 pixels, 30% or more of the pixels were in view for one second or longer.

Viewability varies across our sites, and in open programmatic exchanges, is typically reflected by clearing price.

Where a viewability guarantee has been offered on a directly sold campaign, we measure ad viewability using IAS.

For programmatic buyers, we offer guaranteed viewability private marketplaces at various thresholds – in Rubicon these are measured by IAS, and in Google AdExchange we use ActiveView.

Measurement

We work with multiple third parties to externally validate our inventory and its performance.

Legal and tax obligations

All publishers and sites abide by UK laws and are subject to domestic regulation and laws on defamation and publishing.

All 1XL publishers are regulated by the Independent Press Standard Organisation (IPSO).

All sites and publishers are registered to pay tax in the country of publication, and no digital revenues are diverted to offshore tax havens.