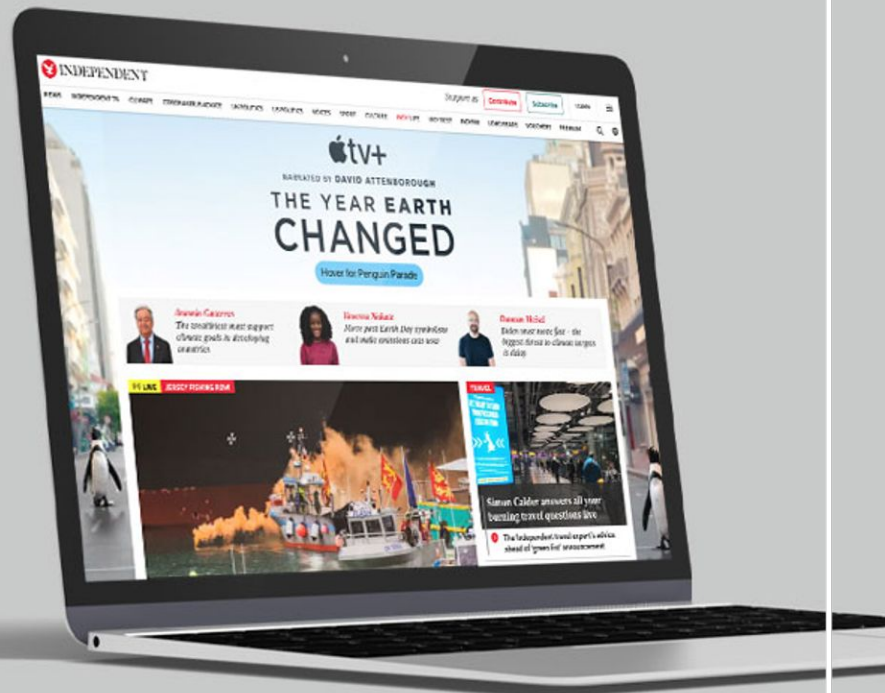




ADVERT SPECIFICATIONS



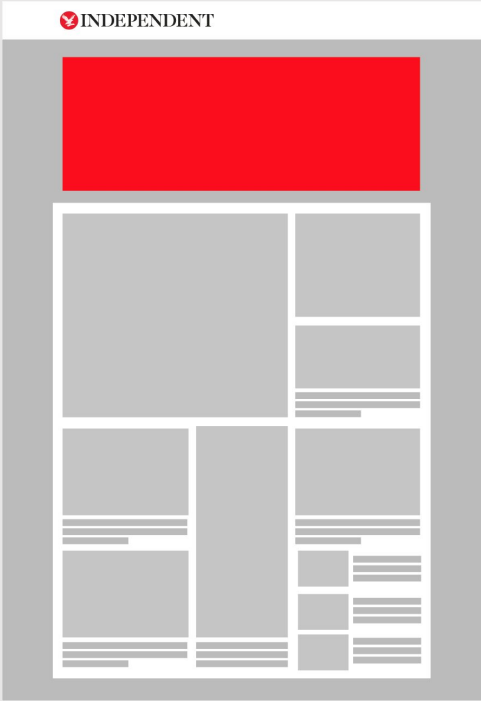
BILLBOARDS

Billboards run at the top of the site across all pages on desktop. This creative unit can result in higher brand interaction / awareness.

Creative specification

Billboard creative may be supplied as GIF, JPG, third-party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking.

Turnaround timescales: creatives are required to be delivered to Ad Ops three days prior to the first insert date of the order.



Initial dimensions	Max file size	Polite load	Animation / video guidelines	Z-index
970x250px	150KB	1.2MB	Minimum 24fps for video, 15 sec max length (unlimited user-initiated), 1.1MB additional file size allowed for host-initiated video	0 - 4,999

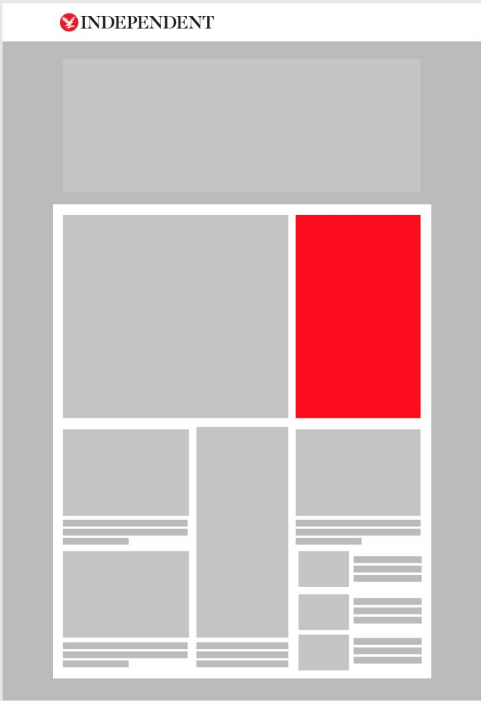
DMPU

This creative is situated across all pages and above and below the fold position to maintain optimal viewability. It can result in higher brand interaction / awareness.

Creative specification

DMPU may be supplied as GIF, JPG, third-party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking.

Turnaround timescales: creatives are required to be delivered to Ad Ops three days prior to the first insert date of the order.



Initial dimensions	Max file size	Polite load	Animation / video guidelines	Z-index
300x600px	150KB	1.2MB	Minimum 24fps for video, 15 sec max length (unlimited user-initiated), 1.1MB additional file size allowed for host-initiated video	0 - 4,999

LEADERBOARD

Leaderboards occupy the top of the site across all pages and can result in higher brand interaction / awareness.

Creative specification

Leaderboard creative may be supplied as GIF, JPG, third-party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking.

Turnaround timescales: creatives are required to be delivered to Ad Ops three days prior to the first insert date of the order.



Initial dimensions	Max file size	Polite load	Animation / video guidelines	Z-index
728x90px	100KB	1.2MB	Minimum 24fps for video, 15 sec max length (unlimited user-initiated), 1.1MB additional file size allowed for host-initiated video	0 - 4,999

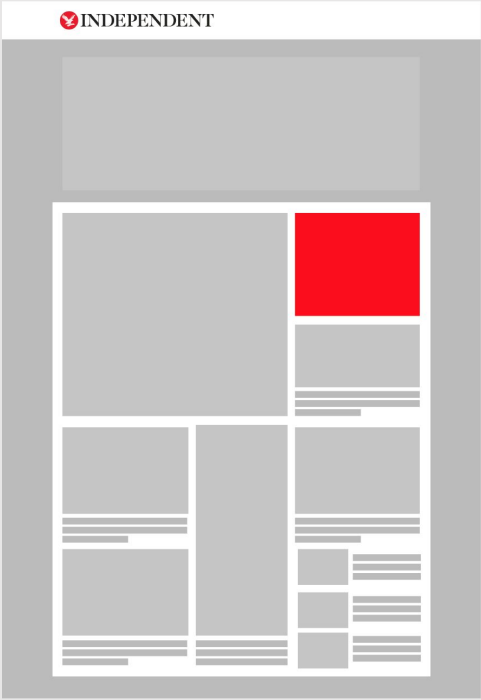
MPU

This creative runs across all pages and devices, often returns with high viewability numbers, and can result in higher brand interaction / awareness.

Creative specification

MPU may be supplied as GIF, JPG, third-party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking.

Turnaround timescales: creatives are required to be delivered to Ad Ops three days prior to the first insert date of the order.



Initial dimensions	Max file size	Polite load	Animation / video guidelines	Z-index
300x250px	100KB	1.2MB	Minimum 24fps for video, 15 sec max length (unlimited user-initiated), 1.1MB additional file size allowed for host-initiated video	0 - 4,999

MOBILE BANNER

This format runs on the bottom of the site across all pages. Mobile banners are sticky, to maintain optimal viewability.

Creative specification

Banner may be supplied as GIF, JPG, third-party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking.

Turnaround timescales: creatives are required to be delivered to Ad Ops three days prior to the first insert date of the order.



Initial dimensions	Max file size	Polite load	Animation / video guidelines	Z-index
320x50px	50KB	1.2MB	Minimum 24fps for video, 15 sec max length (unlimited user-initiated), 1.1MB additional file size allowed for host-initiated video	0 - 4,999

TAKEOVER

Takeovers are designed to work on all desktop/laptop sizes. These consist of several elements listed below, all of which need to be provided:

Wallpaper (1920x1200px; must be JPG, Max 1MB)

Billboard (970x250xpx)

Leaderboard (728x90px)

Mobile banner (320x50px)

Double MPU (300x600px)

MPU (300x250px)

If you require the Video Skin spec, please see the [next page](#) and contact your sales rep for more information

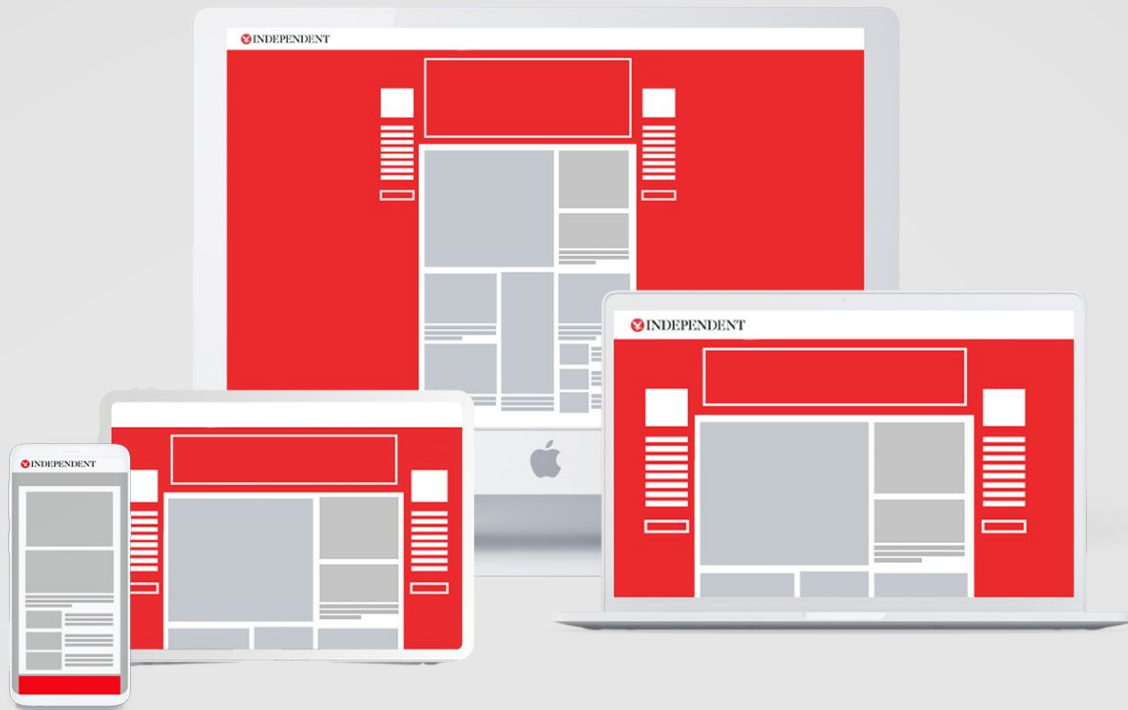
This is to enable a consistent view across all device types.

Creative specification

Creative may be supplied as GIF, JPG, third-party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking.

Download specs below:

[Desktop download](#)



VIDEO TAKEOVER

Video takeovers operate cross-platform to achieve maximum stand out. They consist of several elements listed below, all of which need to be provided:

Wallpaper (1920x1200px; must be MP4)

Static version of the wallpaper in JPG format

Billboard (970x250px)

Leaderboard (728x90px)

MPU (300x250px)

Double MPU (300x600px)

Mobile banner (320x50px)

If Video Skin, please review this page and contact your sales rep for more information.

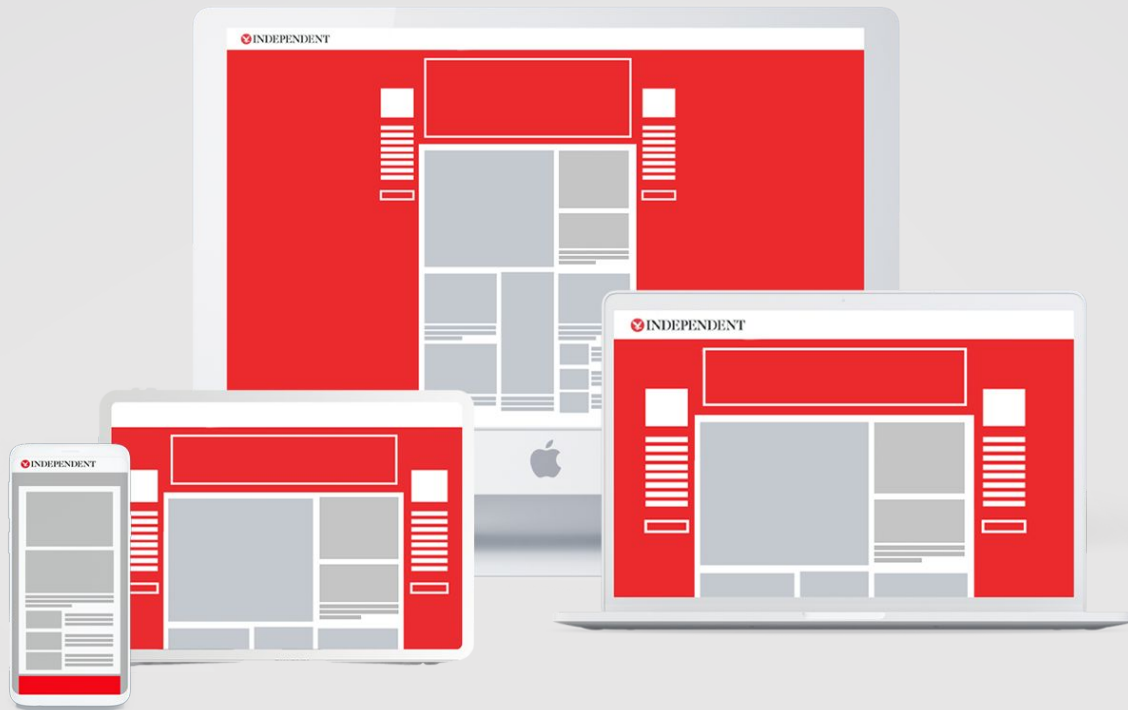
This is to enable a consistent view across all device types.

Creative specification

Creative may be supplied as MP4, GIF, JPG, third-party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking.

(Templates are the same as [static](#))

Turnaround timescales: All takeover creatives are required to be delivered to Ad Ops five days prior to the first insert date of the order.



VIDEO

This format runs in all video players across the site, maintaining a highly viewable rate in a pre / post roll. Also available as a content player.

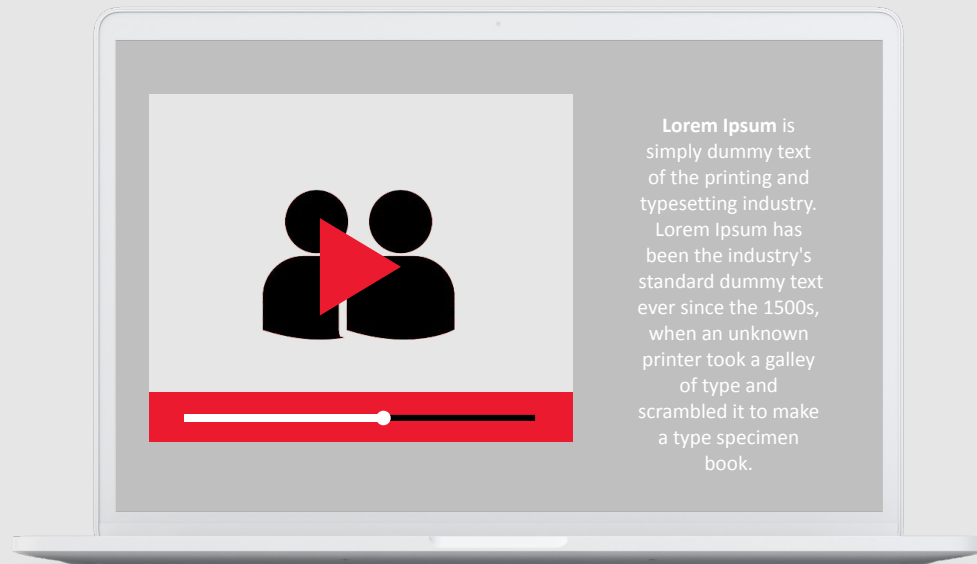
Creative specification

All video must be supplied as either an MP4 file or VAST/VPaid creative tag.

Transcoding Mobile 4g = 2mb
Mobile wifi = 8MB
Desktop/Tablet = up to 20MB

NOTE: Webm & 3gpp are not allowed on our network

Turnaround timescales – creatives are required to be delivered to Ad Ops three days prior to the first insert date of the order.



Panel aspect ratio	Max file size tag	Polite load	Animation/Video guidelines	Other
16:9	2.2MB	N/A	Minimum 24fps for video, 30 sec max length	Max video upload size 20MB

MOBILE INTERSCROLLER

Interscrollers are a high-impact, rich media mobile ad experience with the capability of video, animation and interactivity.

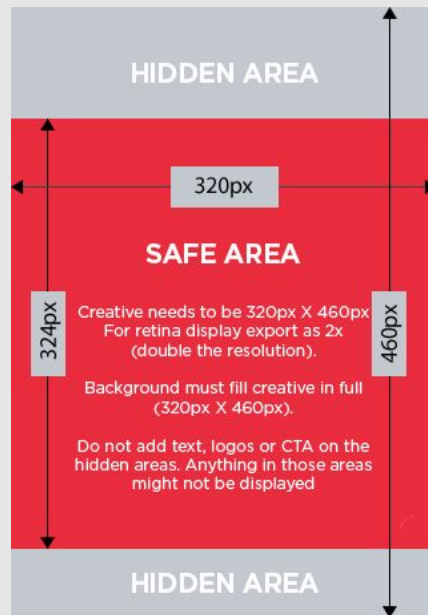
- General view area is 320x460px
- Awareness must be made for the sticky navigation and sticky banner that is always in view (please review template for safe area)

Creative specification

Creative may be supplied as layered PSD document, hi-res images, vector icons / logos, Fonts, and click through URL. Please also supply all tracking required.

[Desktop download](#)

Turnaround timescales: creatives are required to be delivered to Ad Ops three days prior to the first insert date of the order.



Full dimensions	Safe area	Max file size	Polite load	Animation / video guidelines	Z-index
320x460px	210x324	100kb	1.2MB	Minimum 24fps for video, 15 sec max length. Maximum file size 2.2MB	N/A