



Formats

- Accepted formats for banners - JPEG/GIF/PNG/HTML5
- Accepted formats for skins - JPEG/PNG
- For skins, we will require a PSD in order to make amendments to fit across our Network

Creative sizes - Takeovers

- Maximum file size for all JPEG/GIF/PNG creatives - 150KB max
- The following are required creative sizes in order to run a takeover/roadblock campaign:
 - Skin - 1570x970
 - Wallpaper skins - two ad units; 301x970 on Left, 300x970 on Right
 - MPU - 300x250
 - Half-Page - 300x600
 - Leaderboard - 728x90
 - Billboard - 970x250

Creative sizes - mixed banners

- For mixed banner flights/campaigns, we can run any mixture of the following:
 - MPU - 300x250
 - Half-Page - 300x600
 - Leaderboard - 728x90
 - Billboard - 970x250
 - Skyscraper - 160x600

Ad specs - video

- Resolution
 - Minimum resolution - 640x360
 - Maximum resolution - 1920x1080
- File sizes
 - Maximum file size - 70MB on desktop and 10Mb on mobile
 - Maximum file size for VAST redirects - 5MB (on client side)
- Length
 - 30 seconds maximum video length
- Formats
 - MPEG4/MP4
 - MOV
 - AVI
 - FLV
 - VAST redirect

HTML5 banners

- Maximum file size is 1MB when uncompressed
- Any creatives over 1MB in size must be third-party served
- Must be https compliant
- Must be DFP compatible when built in GWD
- Must contain a click-tag built into the zip file

Sizmek tags

- Must be sent over at least 24 hours before launch in order to test
- Must be https compliant
- Sizmek click-tracking cannot be used in combination with HTML5 banners, however impression tracking can
- Must be clearly labelled in conjunction