



# AD SPECIFICATIONS

Last updated: June 2023

## GENERAL GUIDELINES

### Video and audio

- Display video formats must include a play and pause button
- If the format has audio it must be muted by default
- Always served as HTML5 script/redirect

### Redirects/Scripts HTML5

- Redirects or scripts without video must not exceed 200 kb
- The maximum files size for display with video formats is 2.2 MB
- Mobile optimisation is recommended
- All tags, redirects and trackings must be compatible with SSL and sent on HTTPS

## HORIZONTAL FORMATS

FORMAT	ENVIRONMENT	AD SIZE	FORMATS	MAX. FILE SIZE	NOTES
Billboard	Desktop	970 x 250 px	gif, jpg, script	250 kb	<ul style="list-style-type: none"> <li>-For jpg and gif creatives third party tracking is allowed: pixel + click command</li> <li>-HTML5 creatives must be sent as third-party redirects</li> <li>-Third-party redirects/scripts must include the following macros:                cache-busting: %%CACHEBUSTER%%                click-counting: %%CLICK_URL_UNESC%%</li> </ul>
	Tablet	728 x 200 px		150 kb	
	Mobile	320 x 100 px		100 kb	
Leaderboard (Megabanner)	Desktop	970 x 90 px		150 kb	
	Tablet	728 x 90 px		100 kb	
	Mobile	320 x 50 px		50 kb	
Sticky (Anchor Ad)	Mobile	320 x 100 px	100 kb		
		320 x 50 px	50 kb		

## MID FORMATS

FORMAT	ENVIRONMENT	AD SIZE	FORMATS	MAX. FILE SIZE	NOTES
HPU (Double MPU)	Desktop, tablet & mobile	300 x 600 px	gif, jpg, script	250 kb	<ul style="list-style-type: none"> <li>-For jpg and gif creatives third party tracking is allowed: pixel + click command</li> <li>-HTML5 creatives must be sent as third-party redirects</li> <li>-Third-party redirects/scripts must include the following macros:                cache-busting: %%CACHEBUSTER%%                click-counting: %%CLICK_URL_UNESC%%</li> </ul>
MPU		300 x 250 px		150 kb	
Skyscraper		120 x 600 px 160 x 600 px		150 kb	

## OTHER FORMATS

FORMAT	ENVIRONMENT	AD SIZE	FORMATS	MAX. FILE SIZE	NOTES
Skin	Desktop	1920 x 1000 px	jpg, non-animated gif	250 kb	<ul style="list-style-type: none"> <li>-Only ONE 1x1 pixel + clicktracker are supported for third-party tracking</li> <li>-Relevant content should be placed in the zones with the highest viewability, marked in red and blue in the template</li> <li>-The interior part of the skin must be white in colour (where the site is)</li> <li><a href="#">Click here</a> to download a PSD template</li> <li><a href="#">Click here</a> to see an example</li> </ul>
Pre-roll & Inread Video	Desktop, tablet & mobile	Optimal size: 1280 x 720	mpeg4, mov, 1st party VAST	20 MB (Publisher hosted) 4 MB (Total VAST size)	<ul style="list-style-type: none"> <li>-30 secs max. Duration for skippable ads</li> <li>-20 secs max. Duration for non-skippable ads</li> <li>-Third-party tracking pixel is allowed</li> </ul>
Native Ads	Desktop, tablet & mobile	Imagen de 350 x 280 px + Title Text	gif, jpg	150 kb	<ul style="list-style-type: none"> <li>-Animated images are NOT allowed</li> <li>-Max title text length: 25characters</li> <li>-Only ONE 1x1 pixel + clicktracker are supported for third-party tracking</li> </ul>

**ASSETS DELIVERY: at least 48 hours before the campaign start date**

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