AD SPECIFICATIONS

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
- Al 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	-For jpg and gif creatives third party tracking is allowed: pixel + click command -HTML5 creatives must be sent as third-party redirects -Third-party redirects/scripts must include the following macros: cache-busting: %%CACHEBUSTER%% click-counting: %%CLICK_URL_UNESC%%
	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 320 x 50 px		100 kb 50 kb	

MID FORMATS

FORMAT	ENVIRONMENT	AD SIZE	FORMATS	MAX. FILE SIZE	NOTES
HPU (Double MPU)		300 x 600 px	gif, jpg, script	250 kb	-For jpg and gif creatives third party tracking is allowed: pixel + click command -HTML5 creatives must be sent as third-party redirects -Third-party redirects/scripts must include the following macros: cache-busting: %%CACHEBUSTER%% click-counting: %%CLICK_URL_UNESC%%
MPU	Desktop, tablet & mobile	300 x 250 px		150 kb	
Skyscrapper		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	-Only **ONE** 1x1 pixel + clicktracker are supported for third-party tracking -Relevant content should be placed in the zones with the highest viewability, marked in red and blue in the template -The interior part of the skin must be white in colour (where the site is) **Click here** to download a PSD template **Click here** to see an example
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)	-30 secs max. Duration for skippable ads -20 secs max. Duration for non-skippable ads -Third-party tracking pixel is allowed
Native Ads	Desktop, tablet & mobile	Imagen de 350 x 280 px + Title Text	gif, jpg	150 kb	-Animated images are NOT allowed -Max title text length: 25 characters -Only ONE 1x1 pixel + clicktracker are supported for third-party tracking

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

For custom formats or for formats that don't appear on this document, please contact our Sales Team