



## 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

-Al tags, redirects and trackings must be compatible with SSL and sent on HTTPS

HORIZONTAL FORMATS					NOTES
FORMAT	ENVIRONMENT	AD SIZE	FORMATS	MAX. FILE SIZE	
Billboard	Desktop	970 x 250 px		250 kb	
	Tablet	728 x 200 px		150 kb	-For jpg and gif creatives third party tracking is allowed: pixel + click comman
	Mobile	320 x 100 px		100 kb	
	Desktop	970 x 90 px	gif, jpg, script	150 kb	-HTML5 creatives must be sent as third-party redirects -Third-party redirects/scripts must include the following macros:
Leaderboard (Megabanner)	Tablet	728 x 90 px		100 kb	cache-busting: %%CACHEBUSTER%% click-counting: %%CLICK_URL_UNESC%%
	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					NOTES
FORMAT	ENVIRONMENT	AD SIZE	FORMATS	MAX. FILE SIZE	
HPU (Double MPU)		300 x 600 px		250 kb	-For jpg and gif creatives third party tracking is allowed: pixel + click command -HTML5 creatives must be sent as third-party redirects
МРИ	Desktop, tablet & mobile	300 x 250 px	gif, jpg, script	150 kb	-Third-party redirects/scripts must include the following macros: cache-busting: %%CACHEBUSTER%%
Skyscrapper		120 x 600 px 160 x 600 px		150 kb	click-counting: %%CLICK_URL_UNESC%%

OTHER FORMATS					NOTES
FORMAT	ENVIRONMENT	AD SIZE	FORMATS	MAX. FILE SIZE	
Skin	Desktop	1920 x 1000 px	jpg, non-animated gif	250 kb	-Only <b>ONE</b> 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) <a href="Click here">Click here</a> to download a PSD template <a href="Click here">Click here</a> 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: 25characters -Only ONE 1x1 pixel + clicktracker are supported for third-party tracking

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

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