



# Technical Creative Guide

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size (See note 2 below)	Host-initiated Subload (See note 3 below)	Animation/Video Guidelines (See video notes below)	Z-index Range	Unit-Specific Notes (See General Ad Requirements below)
Billboard	970x250	Expansion not allowed for this unit	50 KB	1.2 MB	Minimum 24 fps for video 30 sec max length (unlimited user-initiated) 2.2 MB additional file size allowed for host-initiated video Unlimited file size for user-initiated video or animation	0 - 4,999	
Half Page	300x600	600x600	50 KB	1.2 MB	15 sec max animation length Video not allowed for this unit. See "In-Banner Video" & Rich Media units below	0 - 4,999	
Leaderboard	728x90	728x180	50 KB	1.2 MB	15 sec max animation length Video not allowed for this unit. See "In-Banner Video" & Rich Media units below	0 - 4,999	
Medium Rectangle	300x250	600x250	50 KB	1.2 MB	15 sec max animation length Video not allowed for this unit. See "In-Banner Video" & Rich Media units below	0 - 4,999	
In-Banner Video	300x250 728x90 970x250 300x600	600x250 728x180 970x500 600x600	50 KB	1.2 MB	Minimum 24 fps for video 15 sec max length (unlimited user-initiated) 1.1 MB additional file size allowed for host-initiated video Unlimited file size for user-initiated video	0 - 4,999	
Smartphone Static Banner	320x50	Expansion not allowed for this unit	50 KB	Not allowed for this unit	15 sec max length for animation Video not allowed for this unit. See "In-Banner Video" & Rich Media units below for video.	0 - 4,999	
Smartphone Rich Wide Banner Expandable	320x50	320x480	50 KB	300 KB	Minimum 24 fps for video 15 sec max length for animation; 30 sec max length for video (unlimited user-initiated) 2.2 MB additional file size for host-initiated video (unlimited user-initiated)	5,000 - 1,999,999 (for entire ad unit)	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand

**\*All creative must be supplied 3 working days in advance of the campaign start date unless it is Rich Media which needs 5 working days (excluding weekends)**



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<b>Overlay</b>	300x300	Expansion not allowed for this unit	50 KB	1.2MB	Minimum 24 fps for video 15 sec max length (unlimited user-initiated) 1.1 MB additional file size allowed for host-initiated video Unlimited file size for user-initiated video	2,000,000 - 2,999,999	Label = "Advertisement" Font = 8pt (11px) by 16pt (21px)  "Close X" control required on expanded content, font = 8pt (11px) by 16 pt (21 px)
<b>Tablet Full Page Interstitial</b>	768x1024 1024x768	Expansion not allowed for this unit	250kb	800kb	Minimum 24 fps for video 15 sec max length (unlimited user-initiated) 1.1 MB additional file size allowed for host-initiated video Unlimited file size for user-initiated video	2,000,000 - 2,999,999	Floating full page interstitial overlay across mobile and tablet web. Creative must display an 'X' in the top right corner with embedded close functionality otherwise a close button will be added by the tag
<b>Mobile full page Interstitial</b>	320x480	Expansion not allowed for this unit	100kb	n/a	Not allowed for this unit	2,000,000 - 2,999,999	Floating full page interstitial overlay across mobile and tablet web. Creative must display an 'X' in the top right corner with embedded close functionality otherwise a close button will be added by the tag
<b>Wallpaper</b>	1920x1200	Expansion not allowed for this unit	150kb	n/a	Not allowed for this unit	0 – 4,999	
<b>Coverwrap Tablet IOS/Android</b>	7-10 inch IOS Tablet = 730x700  6 – 7 inch Android Tablet = 600x800	Expansion not allowed for this unit	100kb	n/a	Minimum 24 fps for video 15 sec max length (unlimited user-initiated) 1.1 MB additional file size allowed for host-initiated video Unlimited file size for user-initiated video	2,000,000 - 2,999,999	
<b>Coverwrap Mobile IOS/Android</b>	IOS 305x425 Android 610x850	Expansion not allowed for this unit	100kb		Minimum 24 fps for video 15 sec max length (unlimited user-initiated) 1.1 MB additional file size allowed for host-initiated video Unlimited file size for user-initiated video	2,000,000 - 2,999,999	
<b>Pre-roll</b>	Panel Aspect ratio 16:9	Expansion not allowed for this unit	2.2 MB	N/A	MP4, FLV		

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