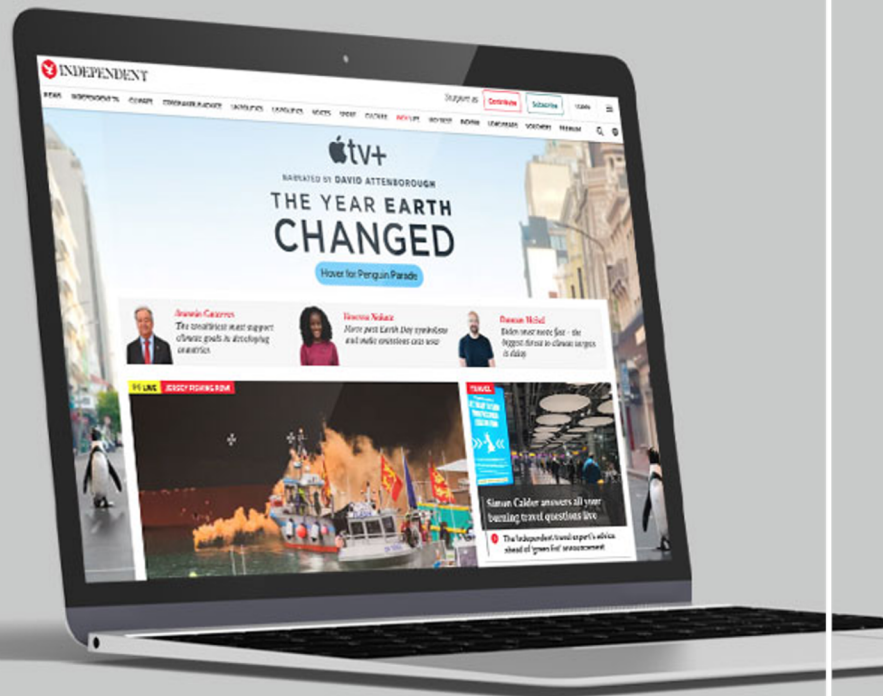




INDEPENDENT
Advertising.

Advert Specifications 2021



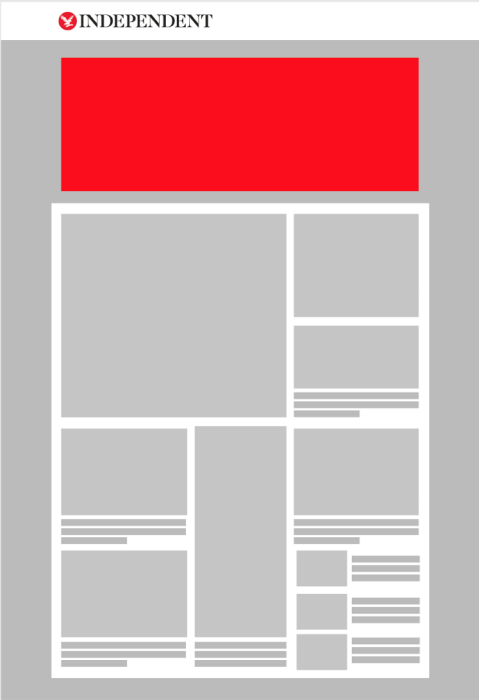
BILLBOARDS

Billboards run at the top of the site across all pages on desktop. This creative unit can result in higher brand interaction / awareness.

Creative specification

Billboard creative may be supplied as GIF, JPG, third party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking.

Turnaround timescales: creatives are required to be delivered to Ad Ops three days prior to the first insert date of the order.



Initial dimensions	Direct max file size	Third party polite load	Animation / video guidelines
970x250px	150KB	1.1MB	Minimum 24fps for video, 15 sec max length (unlimited user-initiated), 1.1MB additional file size allowed for host-initiated video

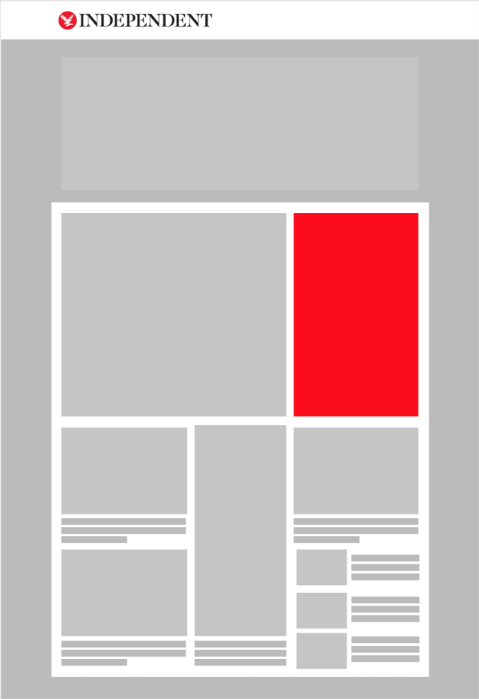
DMPU

This creative is situated across all pages and above and below the fold position to maintain optimal viewability. It can result in higher brand interaction / awareness.

Creative specification

DMPU may be supplied as GIF, JPG, third party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking.

Turnaround timescales: creatives are required to be delivered to Ad Ops three days prior to the first insert date of the order.



Initial dimensions	Direct max file size	Third party polite load	Animation / video guidelines
300x600PX	150KB	1.1MB	Minimum 24fps for video, 15 sec max length (unlimited user-initiated), 1.1MB additional file size allowed for host-initiated video

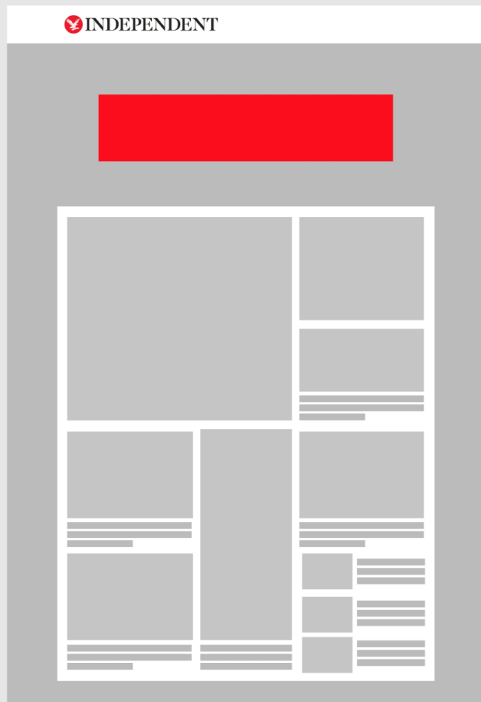
LEADERBOARD

Leaderboards occupy the top of the site across all pages and can result in higher brand interaction / awareness.

Creative specification

Leaderboard creative may be supplied as GIF, JPG, third party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking.

Turnaround timescales: creatives are required to be delivered to Ad Ops three days prior to the first insert date of the order.



Initial dimensions	Direct max file size	Third party polite load	Animation / video guidelines
728x90PX	100KB	1.1MB	Minimum 24fps for video, 15 sec max length (unlimited user-initiated), 1.1MB additional file size allowed for host-initiated video

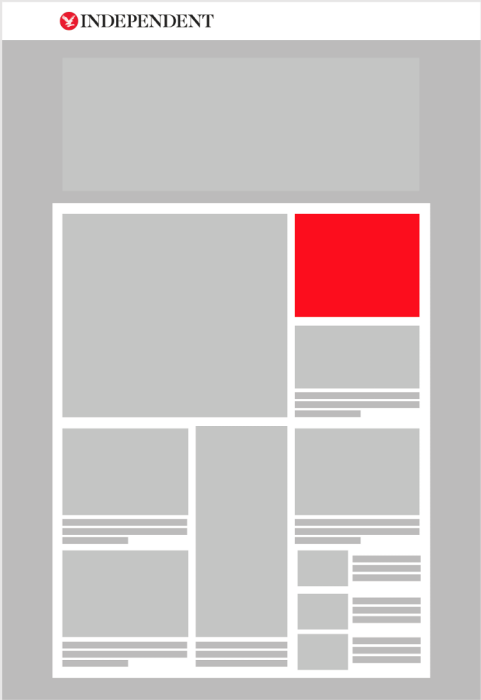
MPU

This creative runs across all pages and devices, often returns with high viewability numbers and can result in higher brand interaction / awareness.

Creative specification

MPU may be supplied as GIF, JPG, third party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking.

Turnaround timescales: creatives are required to be delivered to Ad Ops three days prior to the first insert date of the order.



Initial dimensions	Direct max file size	Third party polite load	Animation / video guidelines
300x250px	100KB	1.1MB	Minimum 24fps for video, 15 sec max length (unlimited user-initiated), 1.1MB additional file size allowed for host-initiated video

MOBILE BANNER

This format runs on the bottom of the site across all pages. Mobile banners are sticky, to maintain optimal viewability.

Creative specification

Banner may be supplied as GIF, JPG, third party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking.

Turnaround timescales: creatives are required to be delivered to Ad Ops three days prior to the first insert date of the order.



Initial dimensions	Direct max file size	Third party polite load	Animation / video guidelines
320x50px	50KB	1.1MB	Minimum 24fps for video, 15 sec max length (unlimited user-initiated), 1.1MB additional file size allowed for host-initiated video

TAKEOVER

Takeovers are designed to work cross-platform on all of our sites. These consist of several elements listed below, all of which need to be provided:

Wallpaper (1920x1200px; must be JPG) – desktop and tablet

Billboard (970x250xpx)

Leaderboard (728x90px)

Mobile banner (320x50px)

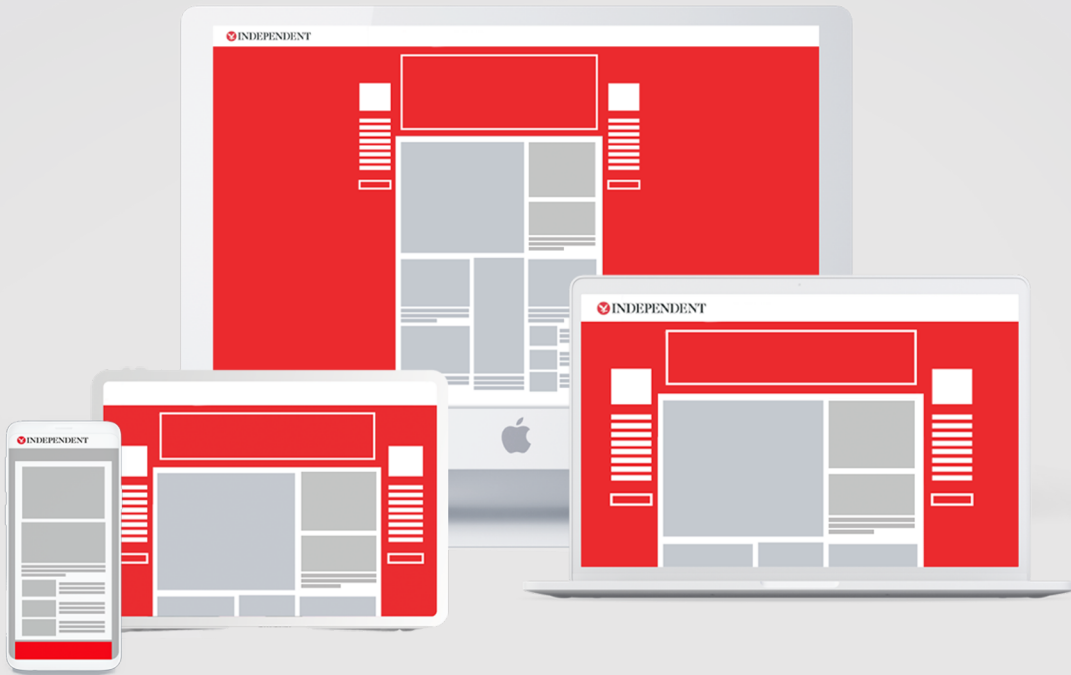
Double MPU (300x600px)

This is to enable a consistent view across all device types.

Creative specification

Creative may be supplied as GIF, JPG, third party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking.

Desktop download



VIDEO TAKEOVER

Video takeovers operate cross-platform to achieve maximum stand out. They consist of several elements listed below, all of which need to be provided:

Wallpaper (1920x1200px; must be MP4)

Static version of the wallpaper in JPG format

Billboard (970x250px)

Leaderboard (728x90px)

MPU (300x250px)

Double MPU (300x600px)

Mobile banner (320x50px)

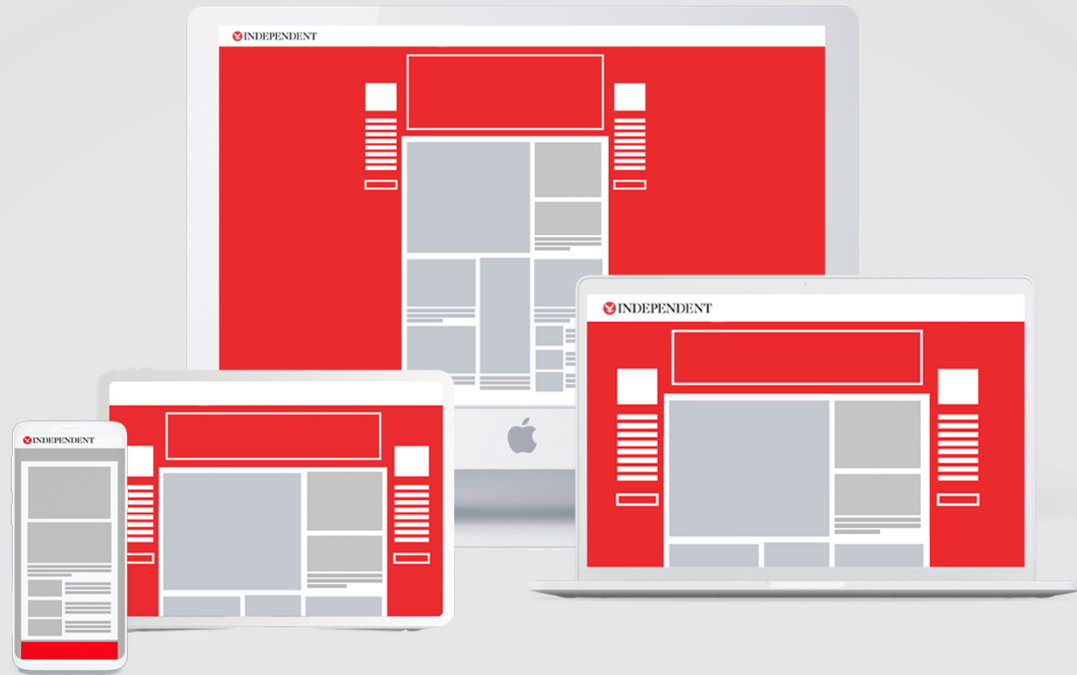
If Video Skin, please contact your sales rep for more information.

This is to enable a consistent view across all device types.

Creative specification

Creative may be supplied as MP4, GIF, JPG, third party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking.

(Templates are the same as static)



ANIMATION / VIDEO

This format runs in all video players across the site, maintaining a highly viewable rate in a pre / post roll. Also available as a content player.

Creative specification

All video must be supplied as either an **MP4 file only** or VAST. Preferred version 4.0 (3.0 and 2.0 will be accepted) VPAID creative tag.

Turnaround timescales: creatives are required to be delivered to Ad Ops three days prior to the first insert date of the order.



Aspect ratio	Direct max file size	Third party polite load	Animation / video guidelines	Third party served
16:9	20MB (Transcoding file sizes will be converted for all devices 2mb, 4mb, 8mb, 16mb)	N/A	Minimum 24fps for video, 30 sec max length	Transcoding must be applied, 2mb, 4mb, 8mb, 16mb, 20mb

MOBILE INTERSCROLLER

Interscrollers are a high-impact, rich media mobile ad experience with the capability of video, animation and interactivity.

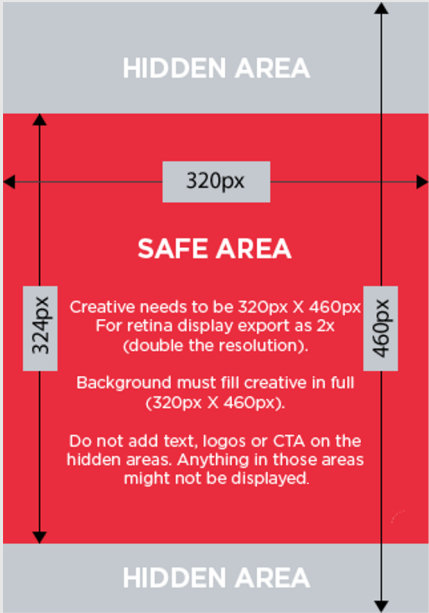
General view area is 320x460px.
Awareness must be made for the sticky navigation and sticky banner that is always in view (please review template for safe area).

Creative specification

Creative may be supplied as layered PSD document, hi-res images, vector icons / logos, fonts, and click through URL. Please also supply all tracking required.

[Mobile download](#)

Turnaround timescales: creatives are required to be delivered to Ad Ops three days prior to the first insert date of the order.



Full dimensions	Safe area	Direct max file size	Third party polite load	Animation / video guidelines
320x460px	210x324	100kb	1.1MB	Minimum 24fps for video, 15 sec max length. Maximum file size 2.2MB