



Technical Specifications

DELIVERY GUIDELINES

- Fonts
- Logos
- High-res images
- Creative Briefing Doc/Direction
- File type accepted
 - PSD, AI, INDD, PNG, JPEG, GIF, PDF
- Script
 - All code (HTML, CSS, Javascript) has to be delivered 3 days before live date & in one file
 - Make ad responsive by setting all sizing and positioning in percentage

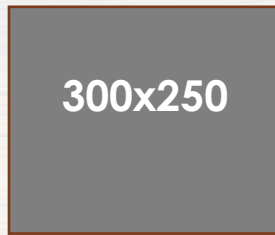
WE DO NOT ACCEPT FLASH

- Geo data
 - Spreadsheet with columns:
 - Mandatory: name, address, city, zip, country
 - Optional: state, phone, email, website, opening hours, lat, lng
 - All need to be available through Google Maps
- Tracking
 - 3rd party tags should be SSL compliant
 - Certified partners:
 - Sizmek, DFA, Medialets, Nielson, Atlas, Flashtalking, Integral Ad Science
 - Send tags min. 24h before approved creative tags are generated for trafficking

MOBILE

STANDARD

Banner
50kb



300x250

Interstitial
100kb



320x480

320x50

File Format

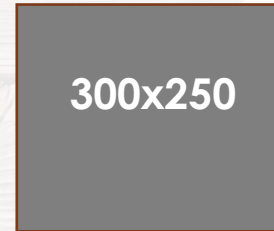
PNG, JPG, GIF, PSD, AI, INDD

FPS/Loops

0-30 FPS, 3 loops (recommended)

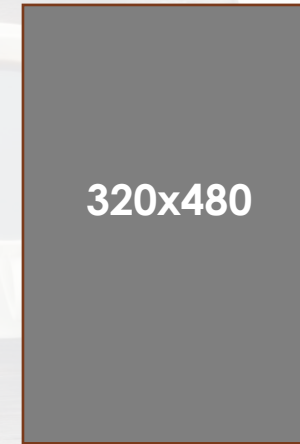
RICH MEDIA

Banner
50kb



300x250

Interstitial/ Expandable
100kb



320x480

320x50

Certified Ad Server

Celtra, Bonzai, Flashtalking, Doubleclick

FPS/Loops

0-30 FPS, 3 loops (recommended)

- Page weights are recommended and exclude gallery images & videos. Exceeding weight is fine but try to keep at a minimum
- Youtube embedding iOS & mobile web only. Autoplay will start muted

TABLET

STANDARD

Banner
100kb

300x250

300x600

Interstitial
200kb

768x1024

File Format

PNG, JPG, GIF, PSD, AI, INDD

FPS/Loops

0-30 FPS, 3 loops (recommended)

RICH MEDIA

Banner
100kb

300x250

300x600

Interstitial/ Expandable
200kb

768x1024
responsive

Certified Ad Server

Celtra, Bonzai, Flashtalking, Doubleclick

FPS/Loops

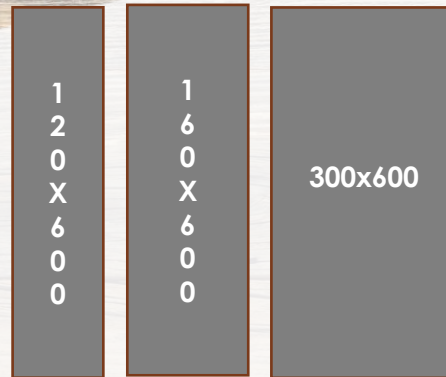
0-30 FPS, 3 loops (recommended)

- Page weights are recommended and exclude gallery images & videos. Exceeding weight is fine but try to keep at a minimum

DESKTOP

STANDARD

100kb



728x90

300x250

970x250

File Format

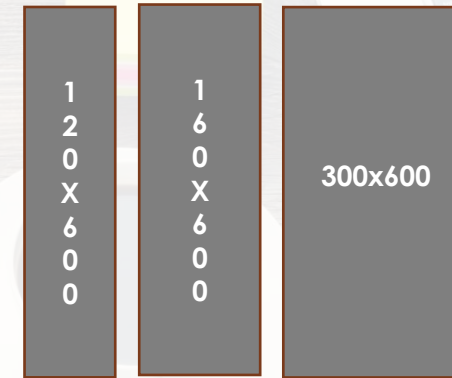
PNG, JPG, GIF, PSD, AI, INDD

FPS/Loops

0-30 FPS, 3 loops (recommended)

RICH MEDIA

100kb



728x90

300x250

970x250

Certified Ad Server

Celtra, Bonzai, Flashtalking, Doubleclick

FPS/Loops

0-30 FPS, 3 loops (recommended)

- Page weights are recommended and exclude gallery images & videos. Exceeding weight is fine but try to keep at a minimum

VIDEO

| | RICH MEDIA | VAST |
|-----------------------|---|---|
| Format | MRAID | VAST 2.0 & 3.0 (4.0 & VPAID coming soon) |
| Unit Size (In-Banner) | Mobile – 320x50, 300x250 Tablet – 728x90, 300x600, 768x1024 | Resolution mobile – 480x320 Resolution Tablet – 1024x768 |
| Unit Size (Vertical) | Mobile – 320x480 Tablet – 768x1024 | NA |
| Length (In-Banner) | Autoplay – 15sec max User initiated – 30 sec | <15 sec – unskippable > 15-30sec – skippable |
| Length (Vertical) | 15sec max | NA |
| File Size | In-Banner – 2MB (recommended) Vertical – 10MB (recommended) Rich Media – 60MB max | Max 10MB |
| Type | MP4, MOV | MP4, WebM, FLV |
| Ad Server | Celtra, Flashtalking, Doubleclick | Sizmek, Flashtalking, Doubleclick |

- Vast tags automatically alter the dimensions of the video to those of the ad slot