

- ▶ We use Google's Doubleclick for Publishers ad server
- ▶ Please supply all creative at least 7 days before campaign launch date
- ▶ Reserve the right to refuse adverts that we deem to be detrimental to the site or user experience

## THE IMPORTANCE OF MOBILE

Almost half of visitors to boatinternational.com use a mobile device. Our website is fully responsive and serves mobile-specific ad to mobile devices.

- ▶ Leaderboard to run across the top of the page on laptop, desktop and ipad
- ▶ MPU will run across ALL formats
- ▶ Large Mobile Banner will run on the mobile site only

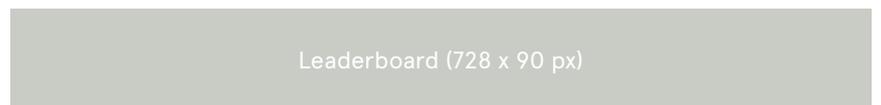
## SPECIFICATIONS

The sizes are based on the standards set by the IAB

<http://www.iabuk.net/resources/standards-and-guidelines/display-advertising-guidelines>

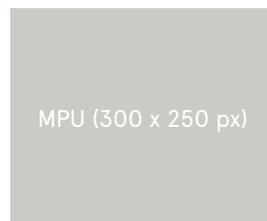
### 1. Leaderboard

- ▶ 728 pixels wide by 90 pixels high



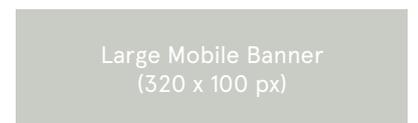
### 2. MPU

- ▶ 300 pixels wide by 250 pixels



### 3. Large Mobile Banner

- ▶ 320 pixels wide by 100 pixels



## TECHNICAL REQUIREMENTS

### File formats

HTML5, JPG or GIFs.

### Max initial file load size:

- ▶ 40 KB on mobile, 150 KB on desktop. Initial load refers only to the size of the HTML file in the creative. This does not include separate assets such as the Enabler, Javascript, CSS or other images files.
- ▶ Cross platform creatives (Desktop and Mobile responsive) must adhere to the mobile creative file sizes.

### HTML5:

- ▶ Only HTML5 code produced through Google Web Designer or transcoded through Swiffy will be accepted
  - ▶ File type: ZIP containing the creative assets (images(s) and html5)
- All other files that are referenced by the HTML file should be included in the .zip file
- ▶ Google Web Designer - to build creatives in HTML5 - <https://www.google.com/webdesigner>
  - ▶ Swiffy - to convert existing Flash creatives into HTML5 - <https://developers.google.com/swiffy>

### clickTag code

SWF files converted through Swiffy MUST contain the clickTAG code exactly as it appears below using ActionScript 2. Files that do not contain this code will be rejected

```
on (release) {  
    getURL(_level0.clickTAG, "_blank");  
}
```

Note: The clickTAG variable name is case sensitive

### Click through URL

Please confirm what click through URL should be used with the creative(s)

If you have any queries, please call +44 (0)20 8545 9330 or email [olivier.blanquie@boatinternationalmedia.com](mailto:olivier.blanquie@boatinternationalmedia.com)