

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

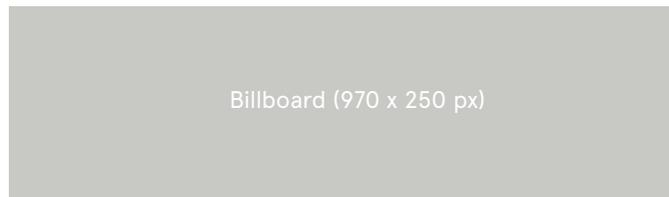
## SPECIFICATIONS

The sizes are based on the standards set by the IAB

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

### 1. Billboard

- ▶ 970 pixels wide by 250 pixels high
- ▶ Desktop only



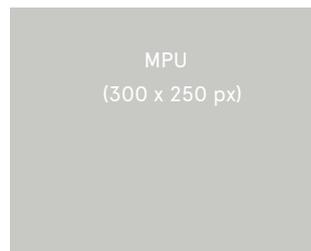
### 2. Half Page

- ▶ 300 pixels wide by 600 pixels



### 3. Mobile Leaderboard

- ▶ 320 pixels wide by 100 pixels high
- ▶ Mobile only



### 4. MPU

- ▶ 300 pixels wide by 250 pixels high

## TECHNICAL REQUIREMENTS

**File formats** HTML5, JPG or GIFs.

**Max file size:**

### HTML5:

- ▶ 50 KB on mobile, 200 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.
  - ▶ Only HTML5 code produced through Google Web Designer 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>

**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 9395 or email [Harpreet.Chahal@boatinternationalmedia.com](mailto:Harpreet.Chahal@boatinternationalmedia.com)