

SPECIFICATIONS

- ▶ 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

YOU NEED TO SUPPLY AD CREATIVE 1, 2 AND 3 (BELOW):

1 Billboard

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

2 MPU

- ▶ 300 pixels wide by 250 pixels

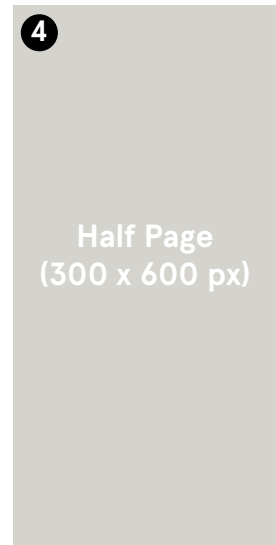
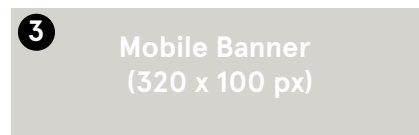
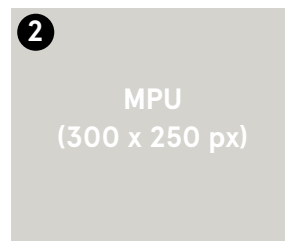
3 Mobile Leaderboard

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

YOU MAY OPTIONALLY CHOOSE TO SUPPLY 4 (BELOW) WHICH WE MAY BE ABLE TO SERVE:

4 Half Page

- ▶ 300 pixels wide by 600 pixels



TECHNICAL REQUIREMENTS:

FILE FORMATS: GIF, JPG, HTML5/ZIP or 3rd Party Tag

MAX FILE SIZE:

- ▶ GIF or JPG: Max weight 600kb
- ▶ HTML5:

- 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
- For more technical information on HTML5 and third party tag campaigns visit: https://www.iab.com/wp-content/uploads/2019/04/IABNewAdPortfolio_LW_FixedSizeSpec.pdf.

PLEASE NOTE:

- ▶ Any ad creative with a 100% white background should have a 1 point contrasting keyline around the edge.

CLICK-THROUGH URL:

- ▶ Please confirm what click through URL should be used with the creative(s), this must be secure (i.e. https.)

If you have any queries, please call Grace Nielsen, Studio Executive on [+44 \(0\)7504 262 046](tel:+44207504262046) or grace.nielsen@boatinternationalmedia.com