

## 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, 3 AND 4 (BELOW):

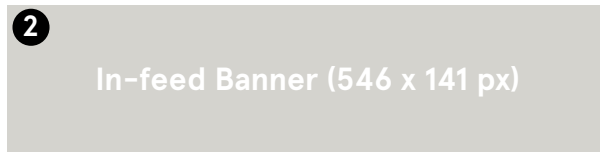
#### 1 Billboard

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



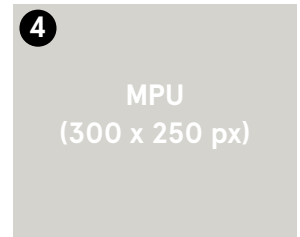
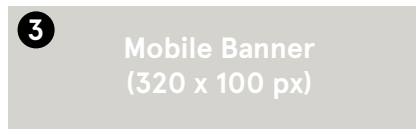
#### 2 In-feed Banner

- ▶ 546 pixels wide by 141 pixels high
- ▶ Desktop only



#### 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:** GIF, JPG, HTML5/ZIP or 3rd Party Tag

### MAX FILE SIZE:

- ▶ GIF or JPG: Max weight 250 kb (initial load)
- ▶ HTML5:

- File type: ZIP containing the creative assets (JPG or GIF only) and HTML5
- All other files that are referenced by the HTML file should be included in the zip file
- Please ensure an exit function and click tag are included
- The max size of the HTML5 bundle or the extracted files cannot exceed 1000 kb
- 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](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 contact Jenny McGowan-Downey, [jenny.mcgowan-downey@boatinternationalmedia.com](mailto:jenny.mcgowan-downey@boatinternationalmedia.com) or Grace Nielsen, [grace.nielsen@boatinternationalmedia.com](mailto:grace.nielsen@boatinternationalmedia.com)