

- ▶ 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 creatives 1, 2, 3 and 4:

1 Billboard

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

2 In-feed Banner

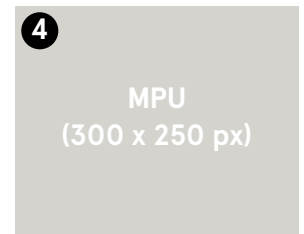
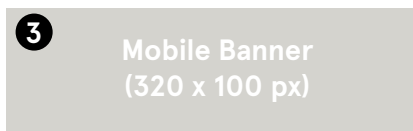
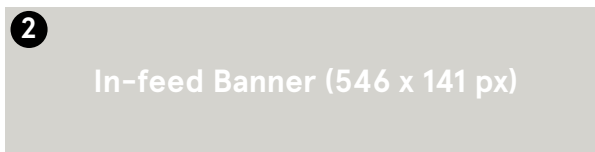
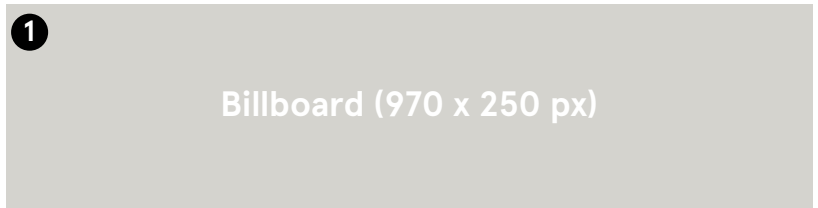
- ▶ 546 pixels wide by 141 pixels high
- ▶ Desktop only

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

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, Campaign Support Executive, jenny.mcgowan-downey@boatinternationalmedia.com or Grace Nielsen, Studio Executive, grace.nielsen@boatinternationalmedia.com

PLEASE NOTE:

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