

Ad Specification for Web Banners on Computers, Tablets and Smartphones

Good from April 3, 2017

	Billboard	Super LeaderBoard	Smartphone Static Wide Banner	In-Banner Video (mRec)	Filmstrip	Medium Rectangle	3:1 Rectangle	LeaderBoard (e-mail only)
Initial Dimensions: (WxH in pixels)	970x250	970x90	320x50	300x250	300x600	300x250	300 x 100	728x90
Maximum Expanded Dimensions:	This ad unit collapses to H90	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	—
Mobile Responsive format:	The size is automatically adapted to the tablets width	The size is automatically adapted to the tablets width	Fixed demension	Fixed demension	Fixed demension	Fixed demension	Fixed demension	—
Max Initial File Load Size:	60 KB	40 KB	15 KB	40 KB	80 KB	40 KB	20 KB	40 KB
Max Video & Animation Frame Rate:	24 fps	24 fps	Not allowed for this unit	24 fps	24 fps	24 fps	Not allowed for this unit	—
Maximum Animation Length:(i.e. Flash™)	30-sec	15-sec	15-sec	24 fps	24 fps	24 fps	Not allowed for this unit	—
Max Video Length:	30-sec	Not allowed for this unit	Not allowed for this unit	30-sec	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	—
Supported Creative Types:	HTML 5,GIF, JPG, PNG	HTML 5,GIF, JPG, PNG	GIF, JPG, PNG	HTML 5	HTML 5,GIF, JPG, PNG	HTML 5,GIF, JPG, PNG	JPG, PNG	JPG, PNG
Frequency Limit	1 impression per 5 minutes	no	no	no	no	no	no	—
Implementation Notes	Provide a fallback standard image file, and 320x50 static banner for mobile	Provide a fallback standard image file, and 320x50 static banner for mobile	This format is the fallback Banner for Billboard and Super LeaderBoard on Smartphones	Provide a fallback standard image file	Provide a fallback standard image file			

Display on Website	Top of the page	Top of the page Footer of the page	Top of the page	Top Right Column	Right Column	Right Column	Middle right column	Only Newsletters
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Displayed on Smartphones	no	no	Top of the page	Below first news	no	no	Middle of content	Only Newsletters
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Position Code	B1	B1 B2	B1 B2	B3_1	B3_2	B3_2	B4_1 B4_2	B5
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