Guidelines for Delivery of Digital Campaigns

Date: Updated September 2023

Digital Ad Specs

We have very strict file sizes, failure to adhere to these may mean your campaign is delayed.

If you have any questions about our specs please contact londonadops@global.com

Ad Formats

Ad Unit	Dimensions	File Format	File Size
MPU (Mobile Web & Desktop)	300x250	Gif, Jpeg, HTML5, 3rd Party	35k
DMPU (Half Page)	300x600	Gif, Jpeg, HTML5, 3rd Party	35k
Billboard	970x250	Gif, Jpeg, HTML5, 3rd Party	100k
Interstitial (App – No Video or Sound allowed)	320x480	Gif, Jpeg, HTML5, 3rd Party	80k

Ad Serving Via HTML5 or 3rd Party Tag	Initial File Size	Polite Load	Additional File loads
Desktop	40k	100k	2.2MB
App	20k	100k	300K

In all cases the user must click to expand (Included in CTA), overlay must have close/collapse button and any sound MUST be user initiated.

<u>We have a strict max file size limit and will request new creatives if they do not adhere to the above.</u>

Skins

Skins	Dimensions	File Format	File size
HPTO & Article Page **Skin** Content Body Should be 1024px wide Copy should start from below 606px (Copy Safe Area – 122px width x 395px height)	2000x1500px	Gif, Jpeg	100k

PSD Templates can be provided for Skins

Video

Video Opportunities

Web
Format: MP4 / H.264
Aspect Ratio: 16:9
Max File Size: 5MB
Frame Rate: 24fps, 25fps or 30fps
Length: 30 Seconds (Maximum Length)

Mobile App
Format: MP4 / H.264
Aspect Ratio: 16:9 or 9:16 (Landscape or Vertical)
Max File Size: 5MB
Frame Rate: 24fps, 25fps or 30fps
Length: 6 Seconds (Recommended) / 30 Seconds (Maximum Length)

For Direct Campaigns - 3rd Party (VAST/VPAID)
Must NOT have browser, geo or any other targeting on the third party side

HTML5

Our HTML 5 specs are closely aligned with standard IAB adspecs. This information is intended to be used in a supportive/additional manner to our advertising specs.

- All assets need to be loaded from the same domain name and host. This includes any JS,CSS or any other assets.
- Cross domain file loading is not permitted
- Only one .html file should be used at the root of the file structure to start the advert i.e. index.html
- Backup image should now be used for any browser which has either no Flash player plug-in installed or doesn't support HTML 5 web standard.

API restrictions We do not permit access to the following features of HTML5:

1] No use of Web-SQL Server database
2] No use of Web-Storage
3] No use to IndexDB
4] No use of WebSockets
5] No use of WebWorkers
6] No FileSystem API access
7] No Geolocation API
8] No use of Push API and Notification API

DAX Formats

Audio	WAV or MP3
Length	10, 20, 30 or 40secs (Potentially reduced avails for 50 & 60 secs)
File Size	10MB

Companion Banner	MPU
Dimensions	300x250
File Format	Jpeg, Static GIF (NO Animated GIFs!)
File Size	35k

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