

Creative Type	Size	Max File Size GIF (KB)	Max File Size Flash (KB)	Looping & Animation	Additional Notes	Creative Delivery: Days prior to start date
<b>Skyscraper</b>	120 x 600	30KB	45KB	Max 3 loops	Please ensure your advert has a border	3 working days
<b>Leaderboard</b>	728 x 90	30KB	45KB	Max 3 loops	Please ensure your advert has a border	3 working days
<b>Banner</b>	468 x 60	30KB	45KB	Max 3 loops	Please ensure your advert has a border	3 working days
<b>MPU</b>	300 x 250	30KB	45KB	Max 3 loops	Please ensure your advert has a border	3 working days
<b>Expandable Skyscraper</b>	120 x 600	45KB	45KB Upto 100KB polite loading permitted	Max 3 loops	Expandable size 300 x 600 and expands to the left. Expanded panel must retract once user scrolls off. The "Close" button must be visible and positioned inside the frame. Sound must be user initiated. Please ensure your advert has a border.	3 working days
<b>Expandable Leaderboard</b>	728 x 90	45KB	45KB Upto 100KB polite loading permitted	Max 3 loops	Expandable size 728 x 400 or 468 x 400. Expanded panel must retract once user scrolls off. The "Close" button must be visible and positioned inside the frame. Sound must be user initiated. Please ensure your advert has a border.	3 working days
<b>Expandable Banner</b>	468 x 60	45KB	45KB Upto 100KB polite loading permitted	Max 3 loops	Expandable size 468 x 400. Expanded panel must retract once user scrolls off. The "Close" button must be visible and positioned inside the frame. Sound must be user initiated. Please ensure your advert has a border.	3 working days
<b>Expandable MPU</b>	300 x 250	-	45KB Upto 100KB polite loading permitted	Max 3 loops	Expandable size 500x500, expands left and down The "Close" button must be visible and positioned inside the frame. Sound must be user initiated. Please ensure your advert has a border.	3 working days

<b>Overlay</b>	300 x 400	N/A	100KB	Overlay to automatically close after 10 seconds	Full page overlays are not permitted. The "Close" button must be visible and positioned inside the frame. Sound must be user initiated. Please ensure you advert has a border.	3 working days
<b>Video Ad-Expandable Leaderboards &amp; Skyscrapers</b>		N/A	45KB – Maximum download should not exceed 100KB per panel, up to 3 subsequent downloads so maximum of 300KB	Maximum video play time of 30 seconds (please include a call to action E.g. Play/Pause/Stop button) If applicable the advert to loop a maximum of 3 times	All expandables must be user initiated, including sound. When the mouse scrolls off, the advert must retract. Please ensure the advert has a border	3 working days
<b>Skin</b>	1920px x 700* *Recommended	Under 100KB	Under 100KB	N/A	90px deep at the top of the page, width depends on size of users browser but must ensure 1120px is left in the centre for the sites content. Typically skins are designed to a total width of 1920px because that's the largest common resolution. However, a total width of around 1360px will be quite common, so it's a good idea if the sides look OK when cut off at 120px wide on each side. The page skin can be as deep as the page itself, however if you want most users to be able to see the whole skin without scrolling down the page the limit is around 700 px in total including any area at the top.	3 working days
<b>Mobile Banner</b>	320x50 OR 300x50	15KB	Flash files are not accepted on mobile devices	N/A	For any mobile expandables the IAB requires a max file size of 35KB.	3 working days