

Specifications

All files must be supplied as GIF, Flash rich media file or redirect tag

If Flash is used, the following click tag must be inserted: `on(release) { getURL (clickTag, "_blank"); }`

A back up GIF must be supplied for all Flash files

Recommended animation length: 15 seconds.

Creative deadline: to be supplied 3 working days prior.

Audio/Video must be user-initiated only (on click) with a clearly visible 'sound on/off' button

MPU	300x250 pixels 40kb max file size Expandable to 500x300 pixels
LEADERBOARD	728x90 pixels 40kb max file size Expandable to 728x300 pixels
EARPIECE	225x90 pixels 20kb max file size
SKYSCRAPER	120x600 pixels 40kb max file size Expandable to 350x600 pixels
MINI BANNER	300x60 pixels 30kb max file size
SPONSOR SLUG	300x30 pixels 10kb max file size
WHAT'S ON	300x25 pixels 10kb max file size
OVERLAY	960x660 pixels 60kb max file size 15 seconds max animation time Must have close button
LEADERBOARD PLUS	960x90 pixels 40kb max file size
PAGE PEEL	Small creative: 75x75 pixels Large creative: 500x500 pixels 40kb max file size JPEGs or GIFs only
POST IT	250x250 pixels 30kb max file size 15 seconds max animation time
SKIN	No smaller than 1,280 pixels wide Must be an image (gif, jpg, png)