

SPECIFICATIONS

- ▶ 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 CREATIVE 1, 2 AND 3 (BELOW):

1 Billboard

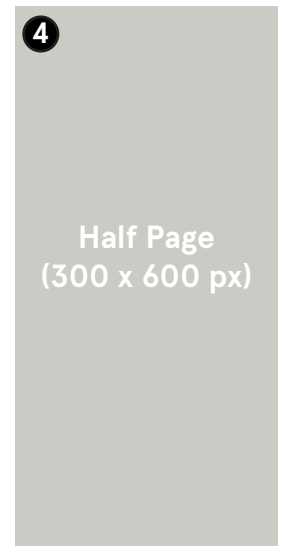
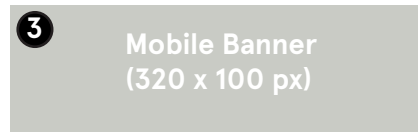
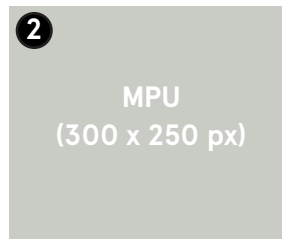
- ▶ 970 pixels wide by 250 pixels high
- ▶ Desktop only

2 MPU

- ▶ 300 pixels wide by 250 pixels

3 Mobile Leaderboard

- ▶ 320 pixels wide by 100 pixels
- ▶ Mobile only



YOU MAY OPTIONALLY CHOOSE TO SUPPLY 4 (BELOW) WHICH WE MAY BE ABLE TO SERVE:

4 Half Page

- ▶ 300 pixels wide by 600 pixels

TECHNICAL REQUIREMENTS:

FILE FORMATS: GIF, JPG, HTML5/ZIP or 3rd Party Tag

MAX FILE SIZE:

- ▶ GIF or JPG: Max weight 600kb
- ▶ HTML5:

- File type: ZIP containing the creative assets (images(s) and HTML5)
- All other files that are referenced by the HTML file should be included in the zip file
- 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

PLEASE NOTE:

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

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 call Michael Lok, Senior Ad Ops Exec, [+44 \(0\) 7842 798139](tel:+44207842798139) or email michael.lok@boatinternationalmedia.com or Grace Nielsen, Studio Executive on [+44 \(0\)7504 262 046](tel:+44207504262046) or grace.nielsen@boatinternationalmedia.com