








CREATIVE SPECS

Banner (Static & Animated)



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| RESOLUTIONS to provide (for all platforms) | 1456 x 180 | 640 x 100 |
| FILE SIZE | Static: 35KB, max 50KB | |
| | Animated: max 150KB | |
| FORMAT | Static: JPEG | |
| | Animated: GIF | |
| REDIRECTION OPTIONS | <ul style="list-style-type: none"> • Website • Phone number (auto dial) • | |
| DESIGN REQUIREMENTS (compulsory) | <ul style="list-style-type: none"> • For iOS - No competing platforms mention or icon • The following icons & features will be applied automatically by our ad server (please do not add any to your creative) <ul style="list-style-type: none"> • “Advertisement” label will be located in one of the four corners available  <ul style="list-style-type: none"> • For Animated banners: <ul style="list-style-type: none"> • All animation and looping included • Default banner refresh time is 10 secs • Limit to 1-3 animation elements to limit file size • Keep animation total length per loop to 4 -5 secs | |
| DESIGN REQUIREMENTS (highly recommended) | <ul style="list-style-type: none"> • Call-To-Action button • Minimize text and avoid small fonts • Provide 2 or more banners to optimize volume & performance | |
| COMPLIANCY / CERTIFICATION |  | |
| LANGUAGES SUPPORTED (Please provide translation if ad is not in English) | English, German, Spanish, French, Italian, Japanese, Korean, Russian, Chinese, Turkish, Brazilian, Indonesian, Thai, Vietnamese, Chinese Traditional, Portuguese | |
| OTHER REQUIRED ELEMENTS | <ul style="list-style-type: none"> • Redirection link • 3RD Party tracking link(s) (if applicable) | |
| AVAILABLE ON |    | |

Note: Image files provided will be auto resized to the following device display sizes

8:1 > 728 x 90

6:4 > 320 x 50