








CREATIVE SPECS

Banner (Static & Animated)



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