

In-Game Advertising Specification

Artwork sizes:

Please supply artwork in each of the following formats. Each artwork must have a maximum file size of 400Kb. Artwork can be supplied in PNG, JPEG and GIF formats. Video can be supplied in MP4 format (15 or 30 seconds). For level sponsorship or game within game, contact us directly.



Wide Banner
320x50px (w/h)

Extra Wide
640x100px (w/h)

In-Game Banner
728x90px (w/h)

In-Game Banner
1456x180px (w/h)

Interstitial
480x320px (w/h)

What we need:

- Target audience information:
Demographic, geographic and behavioural (interests, activity etc.)
- Campaign start and end date
- **URL for the click through.**

Lead time:

72 hours to begin a campaign from receipt of all collateral.

Tracking links:

Please ensure if you would like to add click tracking links to your campaign this is sent across as your URL. Please note we **cannot** accept 3rd party tags on artwork.

**Examples are for illustrative purposes only. The area shown in green indicates the artwork in situ, this is not to scale, please follow the measurements given.*