

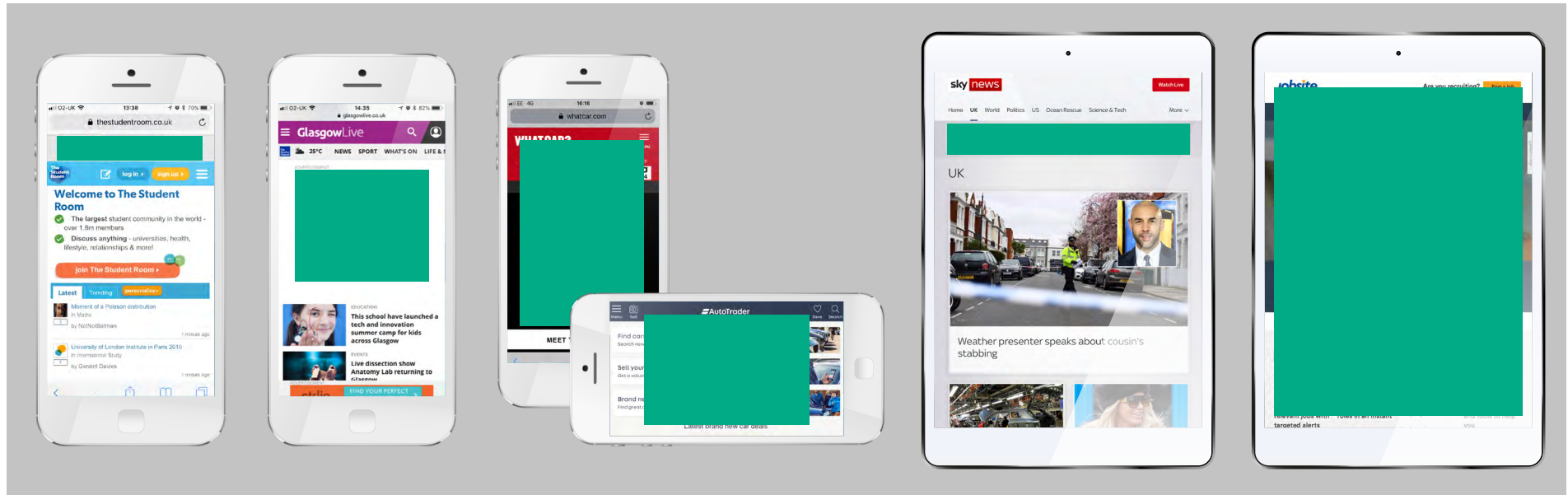
Targeted Mobile Display Specification

Artwork sizes:

Please supply artwork in each of the following formats.

Each artwork must have a maximum file size of 150Kb.

Artwork can be supplied in PNG, JPEG and GIF formats.



Wide Banner

320x50px (w/h)

MPU

300x250px (w/h)

Interstitial

320x480px

Large Banner

728x90px (w/h)

Tablet Interstitial

768x1024px (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: 24 hours to begin a campaign from receipt of artwork.

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 size of artwork in situ, this is not to scale, please follow the measurements given.*

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