

AD FORMAT : STANDARD LEADERBOARD : SPEC

A design for all, 2 creative's are required

We offer a cross platform solution to further enhance both response and user visibility.
See below for the various devices and optimised creative's for a standard leaderboard booking.

Creative 1 : Desktop Site

Devices:	Desktops and Tablets
Dimensions:	728 x 90 pixels
Max file size:	40kb
File formats:	Animated gif, jpg, swf or 3 rd party redirects (Flash files, please see notes on right)

Creative 2 : Mobile Site

Devices:	Smartphones
Dimensions:	320 x 50 pixels
Max file size:	40kb
File formats:	Animated gif or jpg

Notes: Flash Files

If flash is used, the following click tag must be inserted and a back up animated gif supplied.

Click Tag

```
on(release)
{getURL (clickTag, "_blank");}
```

Desktop Site : All Pages



Mobile Site : All Pages

