

AD FORMAT : STANDARD SKYSCRAPER : SPEC

A design only for our desktop site, 1 creative is required

Our skyscrapers are displayed only on our desktop site for user visibility.
See below for creative details for a standard Skyscraper booking.

Creative 1 : Desktop Site

Devices:	Desktops, and Tablets
Dimensions:	120 x 600 pixels
Max file size:	40kb
File formats:	Animated gif, jpg, swf or 3 rd party redirects (Flash files, please see notes on right)

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 : Section Landing Pages



**STANDARD
SKY SCRAPER:
300 x 600**