AD FORMAT : IN ARTICLE MPU : SPEC

A design for all, 1 creative is required

Our double height MPU is displayed only on our desktop site for user visibility.
See below for creative details for an in article MPU booking.

Creative 1 : Desktop Site

Devices:	Desktops, Tablet & Smartphone
Dimensions:	300 x 250 pixels
Max file size:	40kb
File formats:	Animated gif, jpg, swf or 3rd 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 : Article Pages

IN ARTICLE MPU : 300 x 250

Mobile Site : Article Pages

IN ARTICLE MPU : 300 x 250