

# Leaderboard Specifications

Creative	Dimensions (W) x (H) px	Max File Size (KB)	Permitted File Types
Leaderboard (Top & Bottom)	728 x 90	50kb	Gif, JPEG, PNG, HTML5- via third party tags
Leaderboard Mobile (Top & Bottom)	320 x 50	35kb	Gif, JPEG, PNG, HTML5- via third party tags

If you have purchased either top or bottom leader, please also supply mobile version.

## **PLEASE NOTE**

Creative for online advertisements is required no later than 2 working days before the go-live date. We cannot guarantee the start date if creative is late.

Please see below for important information

# Important Information

- Please provide a full click-through URL for all creative formats.
- Audio on interaction only; not permanently.
- Rich media ads *are* permitted if this format has been booked, but this must be executed through a 'polite download' and supplied via 3<sup>rd</sup> party tags, whereby the initial load is hosted by Bauer's Central Traffic team - max. file size is 50kb. The remainder must be hosted by the client/agency and the max. limit is 2.2mb. We are not able to support flash, gif and jpeg on polite downloads.
- Looping allowance is unlimited so long as the file size is within the aforementioned max. size.
- Third Party Tags that include Adsafe are not accepted across any of the Bauer sites.
- We will only accept expandable creative if this has been agreed at the time of booking

## HTML5 Requirements

***We ask that all Rich Media ads are supplied as HTML5 through a 3rd party rich media vendor.***

We have certified the following Rich Media Vendors for running HTML5 ads – ***Pictela, Sizmek, Flash Talking, DoubleClick, AdForm, Rockabox and SpongeCell.*** We will happily certify your choice of HTML5 vendor, let us know if you wish to arrange. Please be aware this can take up to 5 working days.

## **General guidelines for Certified Rich Media Vendors:**

Polite load files should be downloaded after the window.ready event

No use of Web-SQL server database, Web-Storage, IndexedDB

No use of WebSockets, WebWorkers

No FileSystem API access

No Geolocation API

**Initial HTML5 file size: 200kb**

If you need any further assistance, please contact [b2bpm@bauermedia.co.uk](mailto:b2bpm@bauermedia.co.uk)