MPU Specifications

Creative	Dimensions (W) x (H) px	Max File Size (KB)	Permitted File Types
MPU (Position 1 &2)	300 x 250	50kb (desktop) 35kb (mobile/tablet/ ipad)	Gif, JPEG, PNG, HTML5 –via third party tags

If you have purchased both an MPU1 and MPU2 and only supply 1 creative, we will use this for both positions.

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 3rd 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, IndexDB
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