Takeover specifications

Creative	Dimensions (W)X(H) px	Max File Size (KB)	Permitted File Types
Leaderboard (for Mobile)	320 x 50	35kb	GIF, JPEG, PNG, HTML5 – via third party tags
Leaderboard (Desktop/iPad/Tablet)	728 x 90	50kb (desktop) 35kb (iPad/tablet)	Gif, JPEG , HTML5 – via third party tags
MPU (Positions 1 & 2)	300 x 250	50kb (desktop) 35kb (mobile/iPad/tablet)	Gif, JPEG,HTML5 – via third party tags
Skin (3 assets)	Please see pages below		

The leaderboard for tablet and mobile will be repeated for both top & bottom unless instructed otherwise and alternative creative supplied.
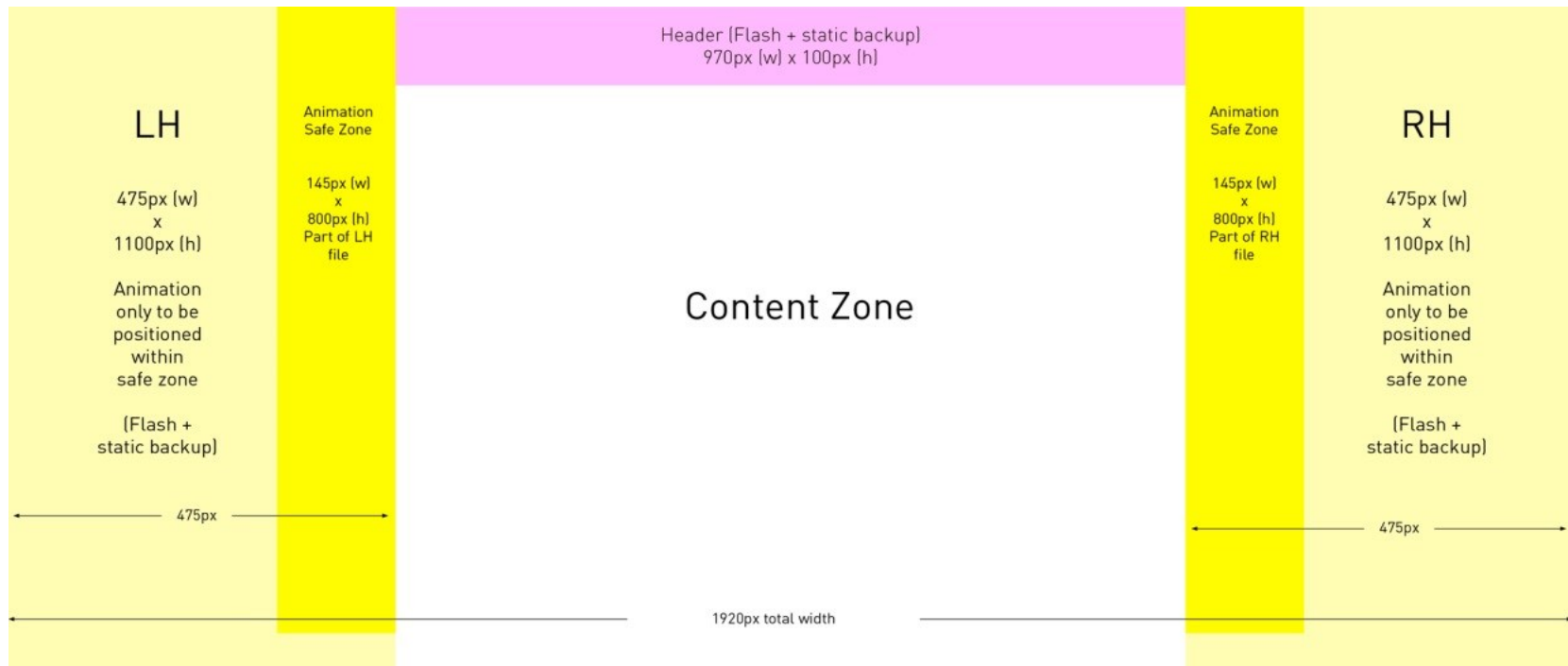
PLEASE NOTE
Creative for online advertisements is required no later than <u>4 working days</u> before the go-live date.
We cannot guarantee the start date if creative is late. Please make sure you supply all of the above for your takeover.

Skin template & creative sizes

Creative	Size (W) x (H) px	Max File Size (KB)	Permitted File Type	Safe zone area (animated area)
Header	970 x 100		JPG/GIF/PNG	N/A
Left side	475 x 1100	**Total for all 3 assets 200kb**	JPG/GIF/PNG	145 x 800
Right side	475 x 1100		JPG/GIF/PNG	145 x 800

Please supply all of the above

Takeover Example

Desktop

Mobile

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