

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.

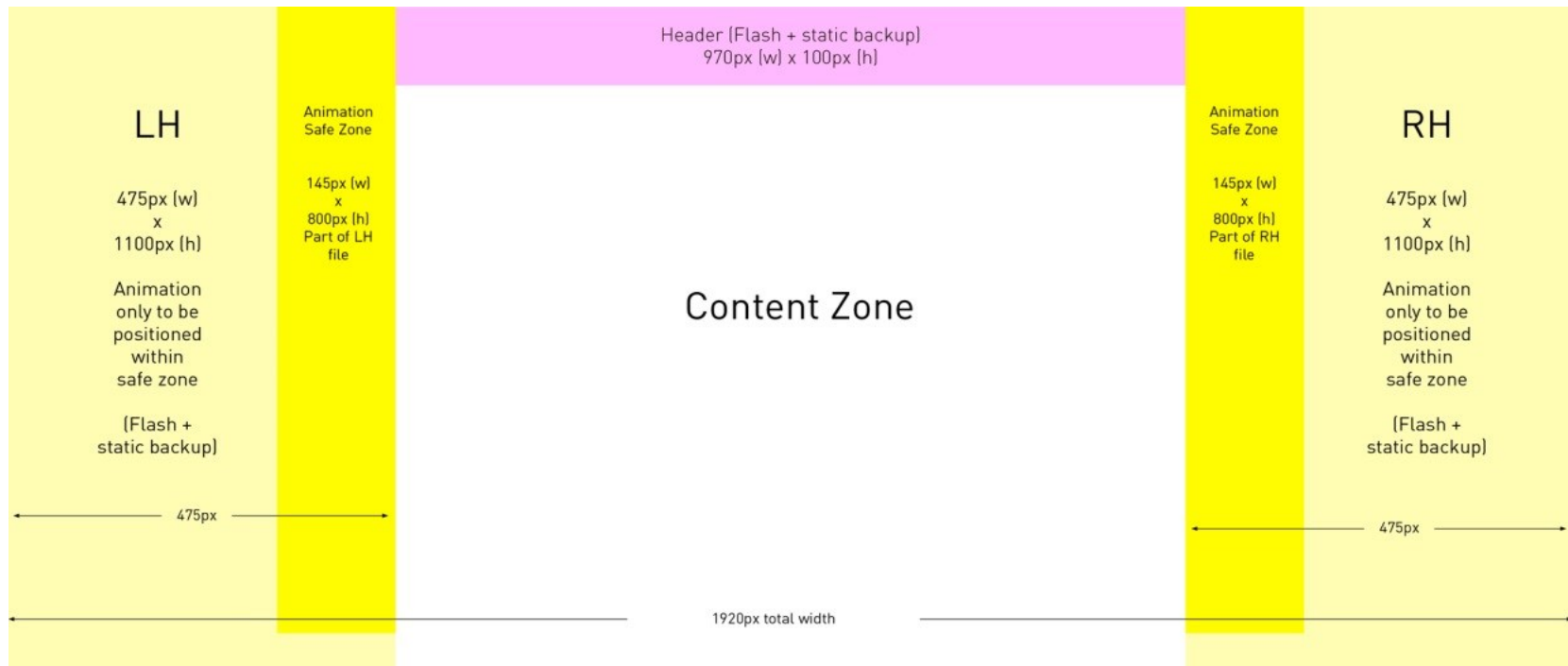
PLEASE NOTE

Creative for online advertisements is required no later than 4 working days 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	Total for all 3 assets 200kb	JPG/GIF/PNG	N/A
Left side	475 x 1100		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

The desktop screenshot shows a full-width header with the AM ONLINE logo and navigation menu. The main content area features a large hero image for the Skoda Octavia with the headline "THE ŠKODA OCTAVIA". Below this, there are several article teasers, including one about a study on driver risk and another about a guest opinion on sales. A newsletter sign-up form is also visible.

AM ONLINE
AUTOMOTIVE MANAGEMENT

HOME NEWS DEALER MANAGEMENT JOBS CARS SUPPLIER ZONE SHOP OPINION GALLERIES EVENTS ABOUT US

Sites

THE ŠKODA OCTAVIA

"THE OCTAVIA REMAINS THE BENCHMARK THAT OTHER'S ASPIRE TO"

WHATCAR?
Road Test Centre

Study identifies where and when drivers most at risk

An analysis of 1.4 million accidents has revealed where and when at-work drivers are at most risk of collisions, compared with other motorists.

[Read full story](#)

THE NEW ŠKODA OCTAVIA

Simply Clever

IT'S WHATCAR?'S ANSWER TO WHAT CAR?

[Learn more >](#)

NEWS

Guest opinion: sales gets personal

Lorem ipsum dolor sit amet, sint sententiae vix ex, pri eu hinc inermis necessitatibus, per id dicit habemus lucilius.

CAR REVIEW

General Election key to market health in 2015 - Glass's

Lorem ipsum dolor sit amet, sint sententiae vix ex, pri eu hinc inermis necessitatibus, per id dicit habemus lucilius.

NEWS

Infiniti hints at look of new Q60

TOP STORIES

NEWS

Featured Story Headline

Lorem ipsum dolor sit amet, sint sententiae vix ex, pri eu hinc inermis necessitatibus, per id dicit habemus lucilius. Mei falli mundi legere ne, vocent sanctus perpetua et vis. Everti debitis fabellas eum ad, ne mea enim ullum zril, usu ex altera inimicus. Probo dicat

Newsletter

E-mail [Sign up](#)

Or, register for a full account

MOST READ MOST SHARED

MOST COMMENTED

NEWS

AM Awards 2014: the contenders

NEWS

Mobile

The mobile screenshot shows a responsive layout with a hamburger menu on the left and search and user profile icons on the right. The main content area features a large hero image for the Skoda Octavia with the headline "THE ŠKODA OCTAVIA". Below this, there is a large article teaser about a study on driver risk, followed by a "LATEST FROM AM-ONLINE" section with a "NEWS" tab and a "Read full story" button.

AM ONLINE
AUTOMOTIVE MANAGEMENT

Sites

Menu Most Read & More

THE ŠKODA OCTAVIA

Study identifies where and when drivers most at risk

An analysis of 1.4 million accidents has revealed where and when at-work drivers are at most risk of collisions, compared with other motorists.

[Read full story](#)

LATEST FROM AM-ONLINE

NEWS

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, 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