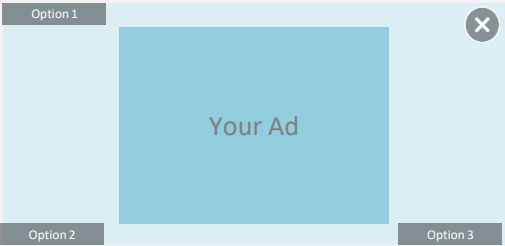




CREATIVE SPECS

Rectangle



| | |
|---|---|
| RESOLUTIONS supported (for all platforms) | 300 x 250, 160x600, 200x200, 250x250, 300x600, 320x100, 300x300, 320x160, 320x320, 320x480, 480x320, 336x280, 480x80, 800x80, 970x90 |
| Maximum Expanded Dimensions | Expansion not allowed |
| FILE SIZE | 50KB, max 200KB |
| FORMAT | JPEG or GIF (no videos allowed) |
| REDIRECTION OPTIONS | <ul style="list-style-type: none"> • Website • Phone number (auto dial) • |
| DESIGN REQUIREMENTS (compulsory) | <ul style="list-style-type: none"> • For iOS - No competing platforms mention or icon • The following icons & features will be applied automatically by our ad server (please do not add any to your creative) <ul style="list-style-type: none"> • Close button will be located in the top right corner • “Advertisement” label will be located in one of the three corners available (top left, bottom left, bottom right)  <ul style="list-style-type: none"> • Expansion & Video not allowed for this ad format • For Animated banners: <ul style="list-style-type: none"> • 15 sec max length for animation |
| DESIGN REQUIREMENTS (highly recommended) | <ul style="list-style-type: none"> • Call-To-Action button • Minimize text and avoid small fonts • Provide 2 or more banners to optimize volume & performance |
| COMPLIANCY / CERTIFICATION | iab. |
| LANGUAGES SUPPORTED (Please provide translation if ad is not in English) | English, German, Spanish, French, Italian, Japanese, Korean, Russian, Chinese, Turkish, Brazilian, Indonesian, Thai, Vietnamese, Chinese Traditional, Portuguese |
| OTHER REQUIRED ELEMENTS | <ul style="list-style-type: none"> • Redirection link • 3rd Party tracking link(s) (if applicable) |
| AVAILABLE ON | |