

BILLBOARD TAKEOVER

Billboard Takeover offer a high impact buy in a premium, viewable location.

Notes

- An active secure (https) clickthrough must be provided
- We are able to accept HTML for our standard display banners, eg. Mrec & Billboard, if supplied via third party tags.
- Interscroller best practice - ensure you keep the top & bottom 20 pixels clear of vital messaging



Ad Unit	Dimensions	Formats	Third Party Serving	Max File Size	Animation Duration Including Looping (seconds)	Lead Time (Working Days)
Desktop Billboard	970 x 250	png, jpg, gif	Yes	100kb	30	
MREC	300 x 250		Yes	100kb	30	
Mobile Interscroller (Option 1 - Preferred)	2x images 468 x 320 and 320 x 468 (Landscape & Portrait)	png with transparent background (Alpha channel)	Tracking Pixels only	200kb	N/A	5
	750 x 750 (Background Image)	jpg (Background image should be abstract as it will be rendered differently, to depending on mobile device type)				
Mobile Interscroller (Option 2*)	2x images 468 x 320 and 320 x 468 (Landscape & Portrait)	jpg		200kb	N/A	
	750 x 750 (Background Image)	jpg (Background image should be abstract as it will be rendered differently, to depending on mobile device type)				

* Please avoid product images, branding or copy as these will be distorted. For extensive details refer to [this guide](#).

