

# HIGH IMPACT: BILLBOARD TAKEOVER

Grab the audience's attention with a Billboard Takeover, a high impact daily buy across the entire MediaWorks network. Guaranteed to give your campaign a high exposure boost! Billboard & MREC frequency capped at three per user and the Mobile Interscroller at 1 per user, for great cross platform reach.

### NOTES

- An active clickthrough must be provided

Ad Unit	Dimensions	Formats	Third Party Serving	Max File Size	Animation Duration Including Looping (seconds)	Lead Time
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	

\* Due to devices having different screen ratios images may not full entire screen, in these cases a black bar will render.

