

# RICH MEDIA: MREC & HALF PAGE EXPANDABLE

Increase your visibility with an expandable ad unit. We offer this interactive, expanding ad unit across both MRECs & Half Pages across desktop for Newshub & radio sites.

## NOTES

- An active clickthrough must be provided
- Creative must expand to the left
- Expansion Control: Click to expand/click to close, rollover to expand (one second hover), roll off to close
- All videos must be muted if the user does not initiate the expansion
- No looping allowed

Ad Unit	Dimensions	Formats	Third Party Serving	Max File Size	Expansion	Lead Time (Working Days)
MREC Expandable	300 x 250 expanding to 600 x 250	If not 3rd party served, this unit must be built in-house	Yes	Initial: 100kb Max: 250kb	Unit must collapse if there is no interaction for 15"	5
Half Page Expandable	300 x 600 expanding to 600 x 600	If not 3rd party served, this unit must be built in-house	Yes	Initial: 100kb Max: 250kb	Unit must collapse if there is no interaction for 15"	5

