

# RICH MEDIA: MREC CUBE

Add extra dimension to your standard MREC by turning it into an interactive rich media 'Cube'. Entice users to interact with the cube, showcasing your product range across Desktop, Tablet & Mobile environments.

### Notes

- At least one active click-through URL must be provided. Each side can have its own click-through. Please specify which click-through you would like implemented on the backup.
- This ad unit must be built in house
- Please supply brand guidelines if available

| Ad Unit   | Size / Platform              | Dimensions to be supplied                               | Formats   | Third Party Serving | Third Party Tracking                                    | Max File Size   | Lead Time (Working Days) |
|-----------|------------------------------|---|---|---------------------|---|-----------------|--------------------------|
| MREC Cube | 300 x 250 (Desktop & Mobile) | 4 Images 600 x 400 each<br><br>1 backup image 300 x 250 | This ad must be built in-house - jpg, gif or png (No Animation-Flat Images) | No                  | Tracking pixels only<br>Impression Tracker - 1 per unit | 125kb per image | 5 days                   |

