

ONLINE TECHNICAL SPECIFICATION

CREATIVE FORMATS ACCEPTED

Images - .gif .jpg and .png files - maximum file sizes 50kb

HTML5 - supplied as a .zip file, maximum size 200kb

Third-party ad tags conforming to standard industry guidelines

PLEASE SUPPLY

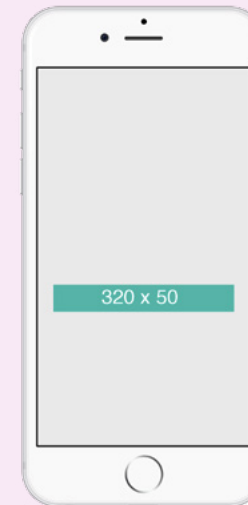
All creatives should follow the guidelines given [here](#)

Additionally HTML5 creatives should follow the requirements specified [here](#) and must include a working clickTag

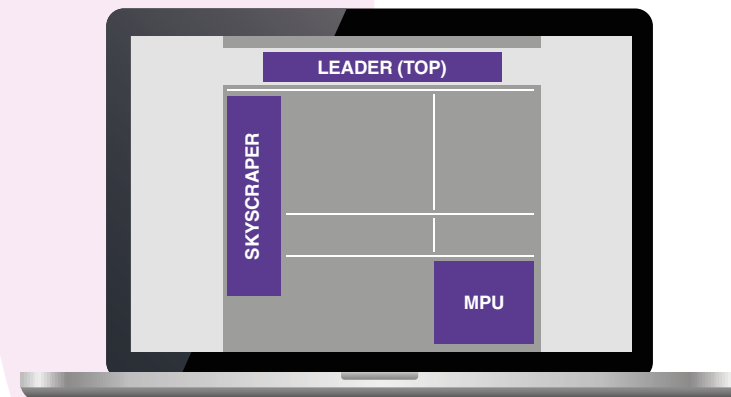
NB all creative assets must be supplied a minimum of 2 days before the "Go live" date

CONTACT

For more details contact: julia@thefilmcooperative.co.uk



MOBILE LEADER BOARD - 320 PIXELS X 50 PIXELS



LEADER (TOP) - 728 PIXELS X 90 PIXELS

MPU - 300 PIXELS X 250 PIXELS

SKYSCRAPER - 160 PIXELS X 600 PIXELS