

Technical Specifications

Digital Advertisements

File Requirements

Static

- File Format: jpg/jpeg, png, or gif
- Maximum File Size: 200KB

Animated

- File Format: gif
- Maximum File Size: 200KB

Flash

- File Format: swf (clicktag embedded)
- Maximum File Size: 200KB

HTML5

- File Format: xls or zip file
- Maximum File Size: 200KB
- xls file must contain third-party JavaScript tags.
- Zip file must contain developed code with clicktag and appropriate code to launch destination path.
- Mediaplanet does not build HTML5 ads.

Text Ad

- File Format: rft or doc (plain text only)
- Maximum: 140 characters (including spaces)

Ad Submission

URL

Each digital ad requires a landing-page URL.

Tracking Pixels

Must be built/embedded by client into code/ tags or appended to landing-page URL.

Upload Ads

Submit finalized creative with landing-page URL via www.mediaplanet.com/en/advertise

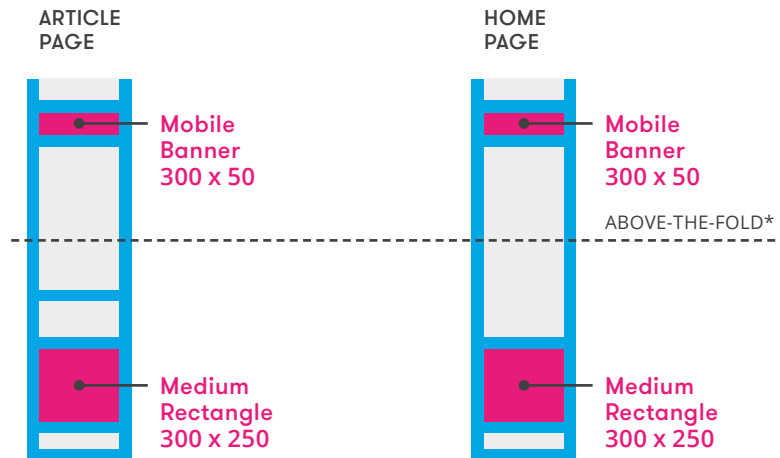
Creative Services

Available at an additional cost. Must be purchased 2+ weeks before creative deadline.

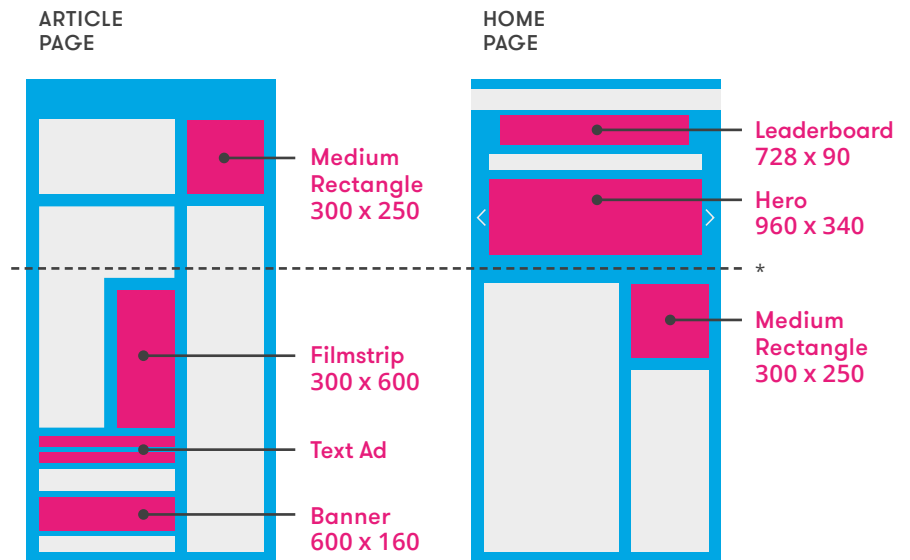
Proofing Policy

We do not supply proofs for digital ads. If there are any issues regarding digital creative, we will contact you using the information provided upon submission.

Mobile Ad Units



Desktop Ad Units



Note: All dimensions listed as width by height in pixels. All ads must be compatible with [Google DoubleClick for Publishers](https://www.google.com/ads/publisher/).