

# AD FORMAT : PREMIUM MPU : SPEC

## A design for all, 1 creative is required

We offer a cross platform solution to further enhance both response and user visibility.  
See below for the various devices we use the same creative for all devices.

### Creative 1 : Desktop & Mobile Sites

<b>Devices:</b>	Desktops, Tablets and Smartphones
<b>Dimensions:</b>	300 x 250 pixels
<b>Max file size:</b>	40kb
<b>File formats:</b>	Animated gif, jpg, swf or 3 <sup>rd</sup> party redirects ( Flash files, please see notes on right )

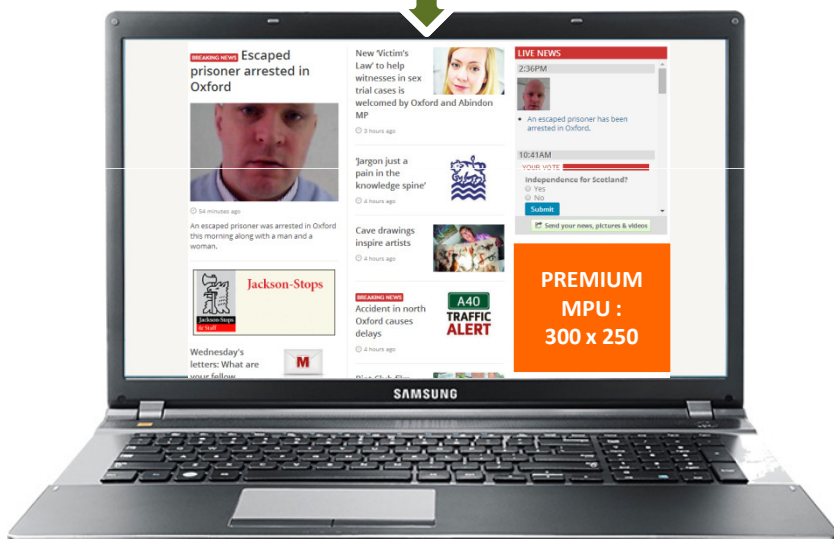
### Notes: Flash Files

If flash is used, the following click tag must be inserted and a back up animated gif supplied.

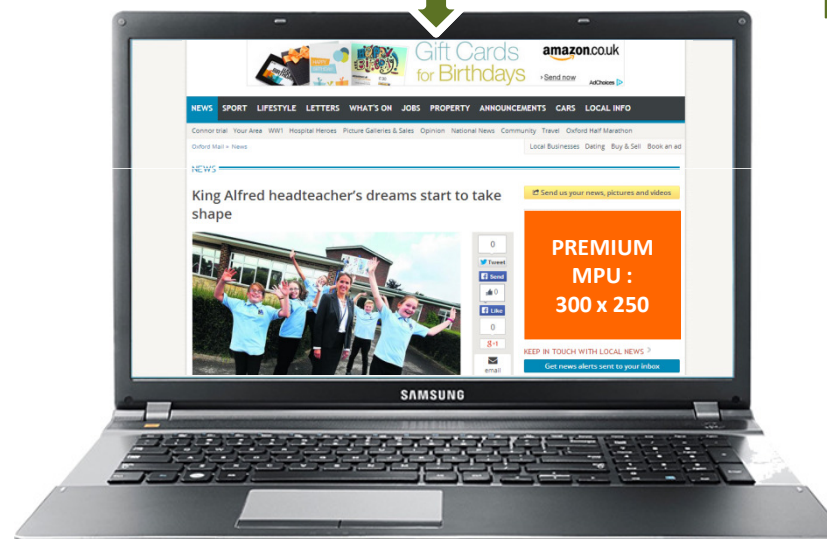
### Click Tag

```
on(release)  
{getURL (clickTag, "_blank");}
```

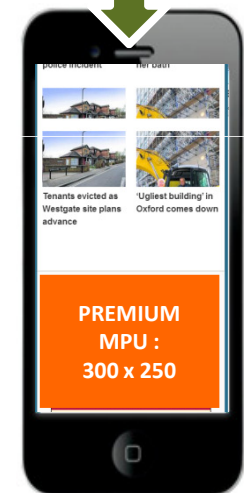
### Desktop Site : Landing Pages



### Desktop Site : Article Pages



### Mobile Site : All Pages



oxfordmail.co.uk  
oxfordtimes.co.uk

heraldseries.co.uk  
banburycake.co.uk

bicesteradvertiser.net  
witneygazette.co.uk

 Newsquest  
Digital