AD FORMAT : STANDARD LEADERBOARD : SPEC

A design for all, 2 creative's are required

We offer a cross platform solution to further enhance both response and user visibility. See below for the various devices and optimised creative's for a standard leaderboard booking.

Creative 1 : Desktop Site		Creative 2 : Mobile Site		Notes: Flash Files	
Devices:	Desktops and Tablets	Devices:	Smartphones	If flash is used, the following click tag	
Dimensions:	728 x 90 pixels	Dimensions:	320 x 50 pixels	must be inserted and a back up animated gif	
Max file size:	40kb	Max file size:	40kb	supplied.	
File formats:	Animated gif, jpg, swf or 3 rd party redirects (Flash files, please see notes on right)	File formats:	Animated gif or jpg	Click Tag on(release) {getURL (clickTag, "_blank");}	

Desktop Site : All Pages

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