
				
	Display Advertising	Size in pixels	Max. file size	File	Comments
Standard IAB	Leaderboard	728 x 90	150 kb	JPEG / HTML5 / 3rd party	
	Skyscraper	120x600	150kb	JPEG / HTML5 / 3rd party	
	Large Rectangle	336 x 280	150 kb	JPEG / HTML5 / 3rd party	
	Medium Rectangle	300 x 250	150 kb	JPEG / HTML5 / 3rd party	
	Billboard	970 x 250	150 kb	JPEG / HTML5 / 3rd party	
	Halfpage Ad	300 x 600	150 kb	JPEG / HTML5 / 3rd party	
	Roadblock	728 x 90 - 336 x 280	150 kb	JPEG / HTML5 / 3rd party	Deliver separate banners
	Rich Media	Billboard XL	Template	150 kb	3rd party
Halfpage Ad Dimmer		Template	150 kb	3rd party	
Expandable Halfpage Ad		Template	150 kb	3rd party	
Roadblock L		970 x 250 - 300 x 600	150 kb	JPEG / HTML5 / 3rd party	Deliver separate banners
Roadblock XL		970 x 500 - 300 x 600	150 kb	JPEG / HTML5 / 3rd party	Deliver separate banners / Close button required in 970 x 500
Skin		Template	150 kb	3rd party	
Skin + Billboard		Template	150 kb	3rd party	
Superheader		Template	300 kb	3rd party	When using this format, please check the latest specs with us
Fullheader		Template	150 kb	3rd party	
Floor Ad		Template	150 kb	3rd party	
Integrated Article Block		Template	150 kb	3rd party	
Fixed Scroll Banner		336 x 280	150 kb	JPEG / HTML5 / 3rd party	
Native Lister ad		480x360	50KB	JPG/PNG/TIFF	Title: max 80 incl. spaces - Body: max 80 incl. spaces - CTA: max incl. spaces
Native ad		Template	150kb	JPEG / HTML5 / 3rd party	
FPTO (Full page/site takeover)		Template	-	3rd party	When using this format, please check the latest specs with us
Video	Preroll	640 x 480	3,5 MB	VAST / MP4 / Mpeg	
	Inpage Video	640 x 480	3,5 MB	VAST / MP4 / Mpeg	
	Outstream Video Experience (OVX)	Template	3,5 MB	3rd party	Deliver video to the Vendor
Native advertising	Quantum	500 x 500	150 kb	GIF/JPEG/PNG	titel tekst max. 40 tekens, body tekst max. 150 tekens
	Quantum	300 x 400	150kb	GIF/JPEG/PNG	titel tekst max. 40 tekens, body tekst max. 150 tekens
	Quantum	800 x 450	150 kb	GIF/JPEG/PNG	titel tekst max. 40 tekens, body tekst max. 150 tekens
	Quantum	800 x 600	150 kb	GIF/JPEG/PNG	titel tekst max. 40 tekens, body tekst max. 150 tekens
					
	Mobile	Size in pixels	Max. file size	File	Comments
Mobile	Mobile leaderboard	320 x 100	40 kb	JPEG / HTML5 / 3rd party	Compatible with mobile websites and MRAID compatible apps
	Medium rectangle	300 x 250	40 kb	JPEG / HTML5 / 3rd party	Compatible with mobile websites and MRAID compatible apps
	Halfpage Banner	320 x 240	40 kb	JPEG / HTML5 / 3rd party	Compatible with mobile websites and MRAID compatible apps
Rich Media	Expandable Banner	320 x 50 > full screen	40 kb - 90 kb	HTML5 / 3rd party	
	Expand to Full Screen Banner	320 x 240 > full screen	40 kb - 90 kb	HTML5 / 3rd party	
	Swipe Cube	300 x 250	40 kb	HTML5 / 3rd party	
	Splashscreen	320 x 480	40 kb	HTML5 / 3rd party	
	Mobile Interscroller	320 x 240	40 kb	HTML5 / 3rd party	When using this format, please check the latest specs with us
	Deck of Cards	320 x 240	40 kb	HTML5 / 3rd party	
	Spotlight Rectangle	320 x 240	40 kb	HTML5 / 3rd party	
	Mobile Portrait (slider/video/window)	320 x 400	200 kb	HTML5 / 3rd party	When using this format, please check the latest specs with us
FPTO (Full page/site takeover)	Template	-	3rd party	When using this format, please check the latest specs with us	