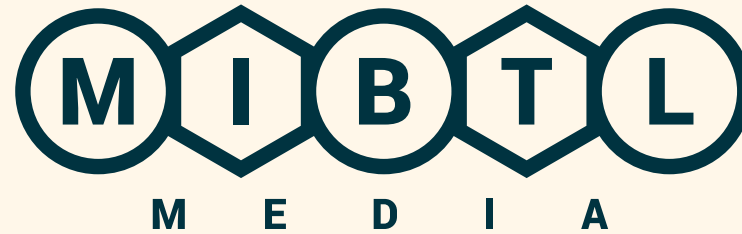


REFERENCE GUIDE



VISUALS



SINGLE PAGE

IMAGE DIMENSIONS W320 x H50 px

RETINA DIMENSIONS W640 x H100 px

FILE FORMATS PNG, GIF

ASSETS PNG/ Layered PSD

FILE SIZE max 150 KB



HALF PAGE

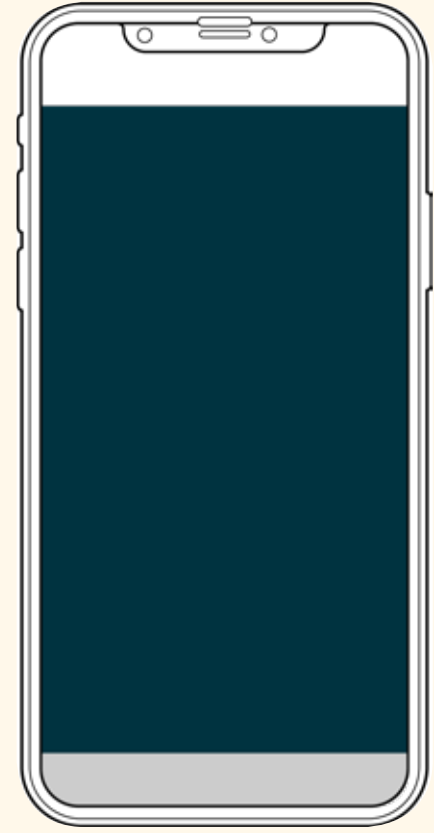
IMAGE DIMENSIONS W300 x H250 px

RETINA DIMENSIONS W600 x H500 px

FILE FORMATS PNG, GIF

ASSETS PNG/ Layered PSD

FILE SIZE max 300 KB



FULL PAGE

IMAGE DIMENSIONS W320 x H480 px

RETINA DIMENSIONS W640 x H960 px

FILE FORMATS PNG, GIF

ASSETS PNG/ Layered PSD

FILE SIZE max 300 KB

SPECIFICATIONS

The purpose of this document is to help advertisers, agencies and publishers to get and understanding of what the formats represent – the brand impact or brand lift that can be achieved, how they work, what they look like and the creative components that need to be delivered. Material deliveries that comply to this specification speed up production and minimise delays.

LAYERED ASSETS

.PSD or PNG

LOGOS

.AI or .EPS

IMAGES

.PNG

FONTS

.OTF / .TTF / .RTF

LANDINGPAGE

Must be secure with HTTPS://: for running on iOS9

BRAND STYLEGUIDE (if available)

.PDF

VIDEO SPECIFICATIONS

Format: .MP4

Codec: H.264

Ratio: 16:9 recommended

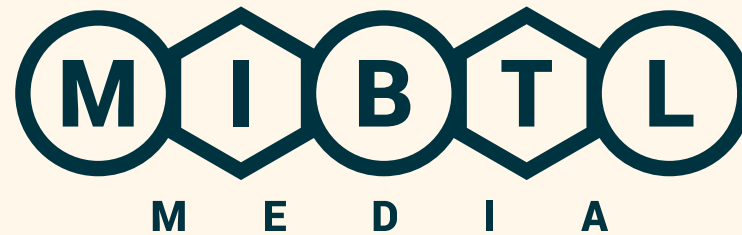
Maximum file size: 10 MB

Play Limit: 15-30 seconds

Frame rate: 29.97 FPS

Bit rate: 200-250 KBPS

REFERENCE GUIDE



For information,
questions or
requests.

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