



SPECIFICATIONS DIGITAL 2019

SPECIFICATIONS | Desktop

RUN OF SITE + TARGETING

| Format | Size/pixels | File size | File format |
|----------------------|------------------------------------|-----------|--------------------------------|
| Wideboard | 994x250 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| Maxiboard | 994x118 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| Billboard | 970x250 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| Halfpage Ad | 300x600 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| Universal Ad Package | Leaderboard: 728x90 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| | Skyscraper: 160x600 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| | Medium Rectangle: 300x250 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| Layer | max. 500x500 / Close Button: 20x20 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| Wallpaper | Maxiboard: 994x118 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| | Skyscraper: 160x600 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |

SPECIFICATIONS | Content

ADVERTORIAL

| Format | Teaser | Article(s) |
|-----------------------|--|--|
| Teaser + article page | Image: 653x427 pixels / Title: max. 25 characters / Text: max. 55 characters | Title image: Width 940 pixels / Images: max. width 940 pixels / Title: max. 80 characters / Lead text: max. 200 characters / Body text: max. 2,000 characters / Videos: YouTube links or MP4 |