

# BILLBOARD

Initial dimensions (WxH)	970 x 250
Max load	60KB
Format	JPEG/GIF/PNG/ HTML5 / 3rd Party tags
Looping limit	No
Platform	Desktop

# DOUBLE MPU

Initial dimensions (WxH)	300 x 600
Max load	40KB
Format	JPEG/GIF/PNG/ HTML5 / 3rd Party tags
Looping limit	No
Platform	Desktop

# MOBILE MPU

Initial dimensions (WxH)	300 x 250
Max load	40KB
Format	JPEG/GIF/3rd party tags/HTML5
Looping limit	No
Subsequent polite/lazy load	100KB (guideline only)
Max animation length	15s
Max frame rate	25 fps
Recommended frame rate	15 fps

# MOBILE BANNER

Initial dimensions (WxH)	320 x 50
Max load	40KB
Format	JPEG/GIF
Looping limit	No
Max animation length	15s