

SKIN

Top Strip (required)	1000px width, drop 100px or 250px
Left Gutter (required)	330px width and 1400px height - All text, slogans and calls to action must live within 120px width and 600px height
Right Gutter (required)	330px width and 1400px height - All text, slogans and calls to action must live within 120px width and 600px height
Background colour (outside creative area)	Can be specified
Clickable area	Left, top, right
Max load	<u>210KB (70KB per creative)</u>
Format	JPEG/GIF

To support the new responsive sites, Skins now are required to be 3 creative. This will allow us to deliver the Skins across 3 of the 4 screen sizes; desktop, tablet landscape and tablet portrait, but not mobile.