



	Display Advertising	Size in pixels	Max. file size	File	Comments
Standard IAB	Leaderboard	728 x 90	150 kb	GIF / JPEG / HTML5 / 3rd party	
	Large Rectangle	336 x 280	150 kb	GIF / JPEG / HTML5 / 3rd party	
	Medium Rectangle	300 x 250	150 kb	GIF / JPEG / HTML5 / 3rd party	
	Billboard	970 x 250	150 kb	GIF / JPEG / HTML5 / 3rd party	
	Halfpage Ad	300 x 600	150 kb	GIF / JPEG / HTML5 / 3rd party	
	Roadblock	728 x 90 - 336 x 280	150 kb	GIF / JPEG / HTML5 / 3rd party	Deliver separate banners
Rich Media	Billboard XL	Template	150 kb	HTML5 / 3rd party	Close button required
	Halfpage Ad Dimmer	Template	150 kb	HTML5 / 3rd party	
	Expandable Halfpage Ad	Template	150 kb	HTML5 / 3rd party	
	Roadblock L	970 x 250 - 300 x 600	150 kb	GIF / JPEG / HTML5 / 3rd party	Deliver separate banners
	Roadblock XL	970 x 500 - 300 x 600	150 kb	GIF / JPEG / HTML5 / 3rd party	Deliver separate banners / Close button required in 970 x 500
	Skin	Template	150 kb	HTML5 / 3rd party	
	Skin + Billboard	Template	150 kb	HTML5 / 3rd party	
	Superheader	Template	150 kb	HTML5 / 3rd party	
	Fullheader	Template	150 kb	GIF / JPEG / HTML5 / 3rd party	
	Floor Ad	Template	150 kb	GIF / JPEG / HTML5 / 3rd party	
	Integrated Article Block	Template	150 kb	GIF / JPEG / HTML5 / 3rd party	
	Fixed Scroll Banner	336 x 280	150 kb	GIF / 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
Video	Preroll	640 x 480	10 MB	VAST / MP4 / Mpeg	
	Inpage Video	640 x 480	10 MB	VAST / MP4 / Mpeg	
	Outstream Video Experience (OVX)	Template	10 MB	3rd party	Deliver video to the Vendor



	Mobile	Size in pixels	Max. file size	File	Comments
Mobile	Mobile leaderboard	320 x 100	40 kb	GIF / JPEG / HTML5 / 3rd party	Compatible with mobile websites and MRAID compatible apps
	Medium rectangle	300 x 250	40 kb	GIF / JPEG / HTML5 / 3rd party	Compatible with mobile websites and MRAID compatible apps
	Halfpage Banner	320 x 240	40 kb	GIF / 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	
	Deck of Cards	320 x 240	40 kb	HTML5 / 3rd party	
Spotlight Rectangle	320 x 240	40 kb	HTML5 / 3rd party		

*For templates of specific sizes, please contact traffic@mmedia.nl

More info?

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