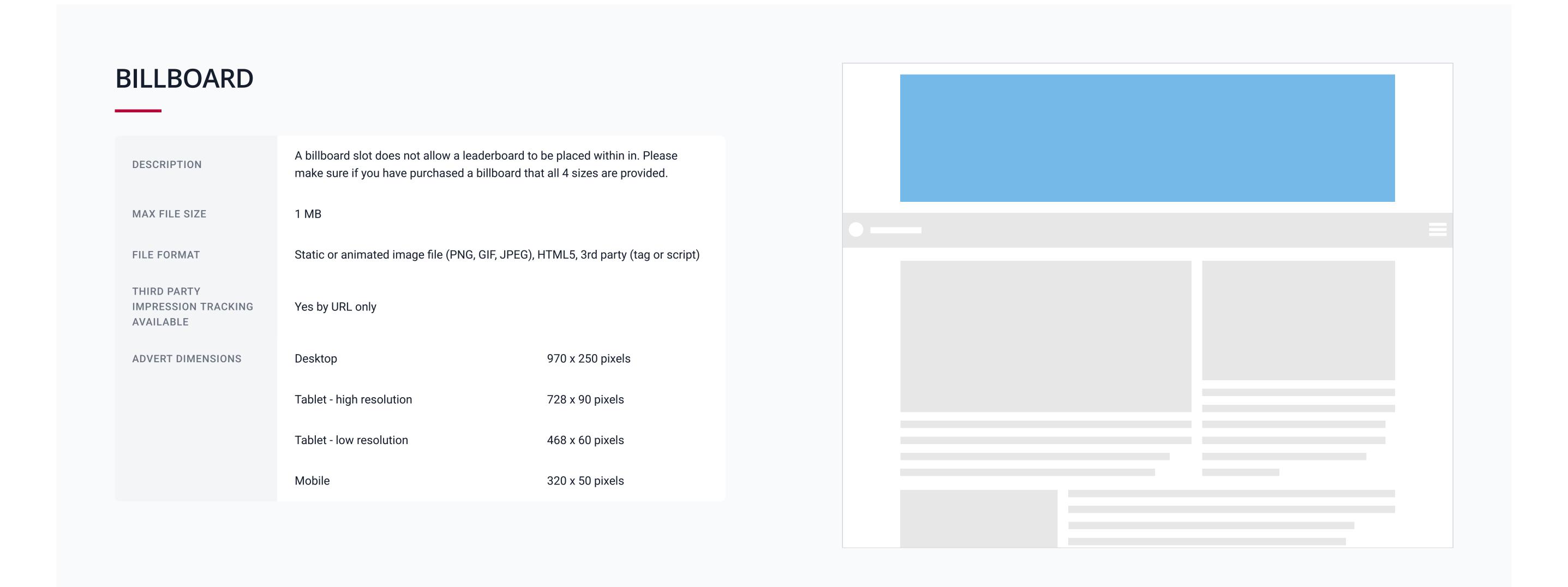
DIGITAL ADVERTISING GUIDELINES

The Mark Allen Group offers extensive advertising options to help you reach the audience you need. Please find all our advertising options below.

Rich media guidelines

- Video/Audio must be muted by default if set to autoplay
- Option to switch audio on/off must be available Video must not exceed 20 seconds
- External assets must be supplied over SSL (this includes images, videos and scripts)
- If the creative is an expandable, it can only expand on click or rolling over for 3 seconds or more. • If a HTML5 file is supplied please note that most HTML5 features are not supported on Internet Explorer 8 and below. In these instances a static fall back image should appear.
- There should be only 1 .html file at the root of the package that starts the ad. • Additional load for HTML5 creatives must be "polite" and may not exceed 2.2 MB.
- Strobing, flashing backgrounds, or otherwise distracting ads are not allowed. Animation length must be 30 seconds or shorter, and animated GIF ads must have a framerate of 5 frames per second or slower.
- Trick to click ads are not allowed. Ads can't pretend to be a system or site warning. Ads can't mimic or resemble Windows, Mac, or Unix dialogue boxes, error message, etc.

320 x 50 pixels



LEADERBOARD

MAX FILE SIZE	1 MB	
FILE FORMAT	Static or animated image file (PNG, GII (tag or script)	F, JPEG), HTML5, 3rd party
THIRD PARTY IMPRESSION TRACKING AVAILABLE	Yes by URL only	
ADVERT DIMENSIONS	Desktop	728 x 90 pixels
	Tablet - high resolution	728 x 90 pixels
	Tablet - low resolution	468 x 60 pixels

Mobile



DOUBLE MPU

I			
	MAX FILE SIZE	1 MB	
	FILE FORMAT	Static or animated image file (PNG, GI (tag or script)	F, JPEG), HTML5, 3rd party
	THIRD PARTY IMPRESSION TRACKING AVAILABLE	Yes by URL only	
	ADVERT DIMENSIONS	Desktop	300 x 500 pixels
		Tablet - high resolution	300 x 500 pixels
		Tablet - low resolution	300 x 500 pixels
		Mobile	300 x 500 pixels



MPU

MAX FILE SIZE	1 MB	
FILE FORMAT	Static or animated image file (PNG, G (tag or script)	IF, JPEG), HTML5, 3rd party
THIRD PARTY IMPRESSION TRACKING AVAILABLE	Yes by URL only	
ADVERT DIMENSIONS	Desktop	300 x 250 pixels
	Tablet - high resolution	300 x 250 pixels
	Tablet - low resolution	300 x 250 pixels
	Mobile	300 x 250 pixels



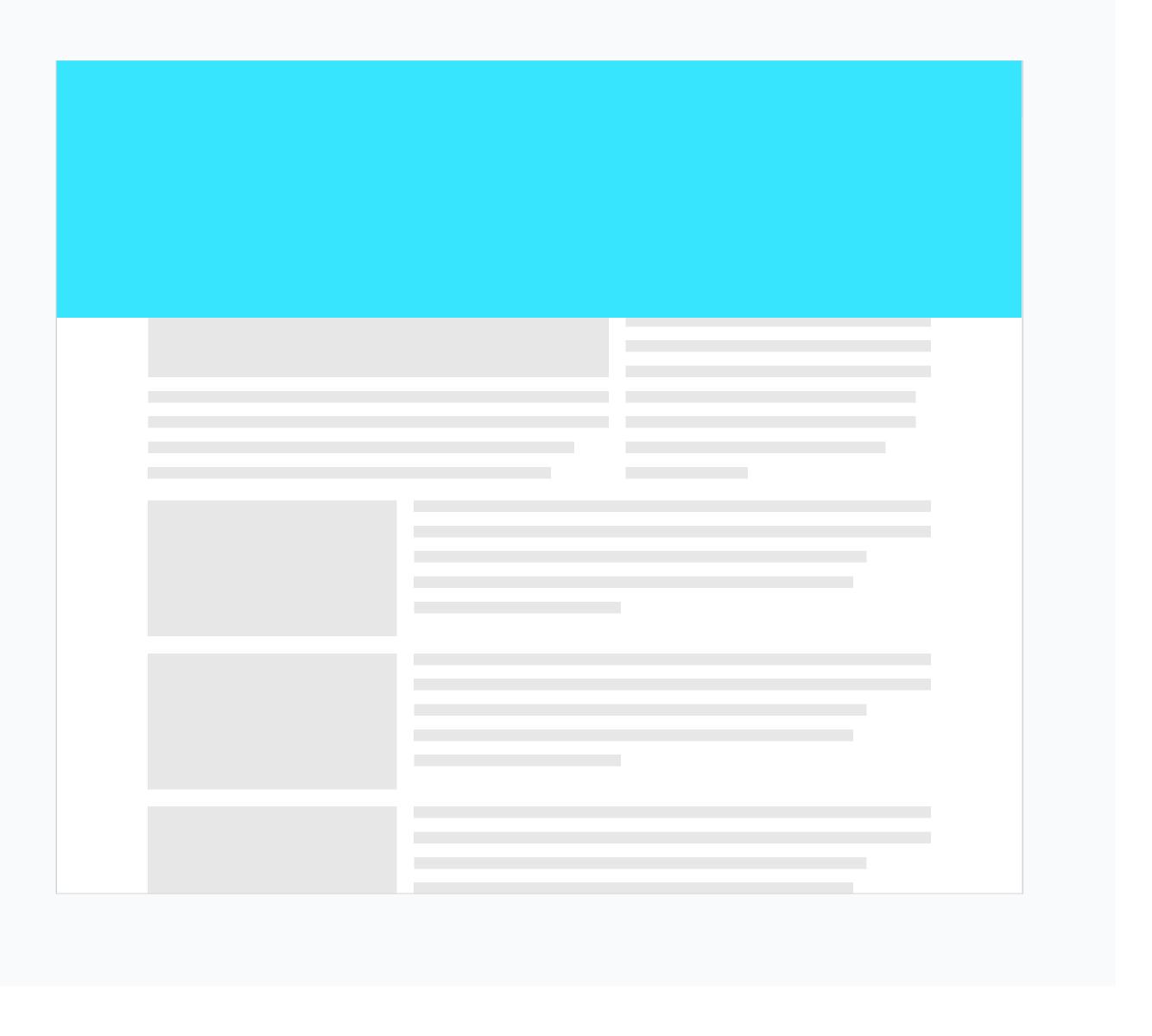
WALLPAPER

DESCRIPTION	Wallpaper, sometimes called a website skin, is a custom advertising experience that enables advertisers to paint the background of a publisher page to maximise impact and brand awareness. Please note this size and template may slightly differ from website to website as well as only being visible above screen resolutions consisting of 1600px width.		
MAX FILE SIZE	1 MB		
FILE FORMAT	Static or animated image file (PNC	G, GIF, JPEG)	
THIRD PARTY IMPRESSION TRACKING AVAILABLE	Yes by URL only		
ADVERT DIMENSIONS	Desktop	2560 x 1440 pixels	
	Tablet	N/A	
	Mobile	N/A	
TEMPLATE	Available here		
EXAMPLE	Available here		



SKYBOX

DESCRIPTION	The skybox advertisement serves as a fixed advert that can be positioned at the top or bottom of the website. Upon scrolling it will shrink to a smaller size and upon returning to the top it will expand to the largest size allowing maximum brand impact and awareness. Please note, clicking the close button will cookie the advert for 1 day.	
MAX FILE SIZE	1 MB	
FILE FORMAT	Static or animated ima	ge file (PNG, GIF, JPEG). Video in hosted mp4 (must be over SSL and onds).
THIRD PARTY IMPRESSION TRACKING AVAILABLE	Yes by URL only	
ADVERT DIMENSIONS	Desktop	2280 x 450 pixels & 2280 x 150 pixels
	Tablet	1520 x 450 pixels & 1520 x 150 pixels
	Mobile	N/A
TEMPLATE	Available here	



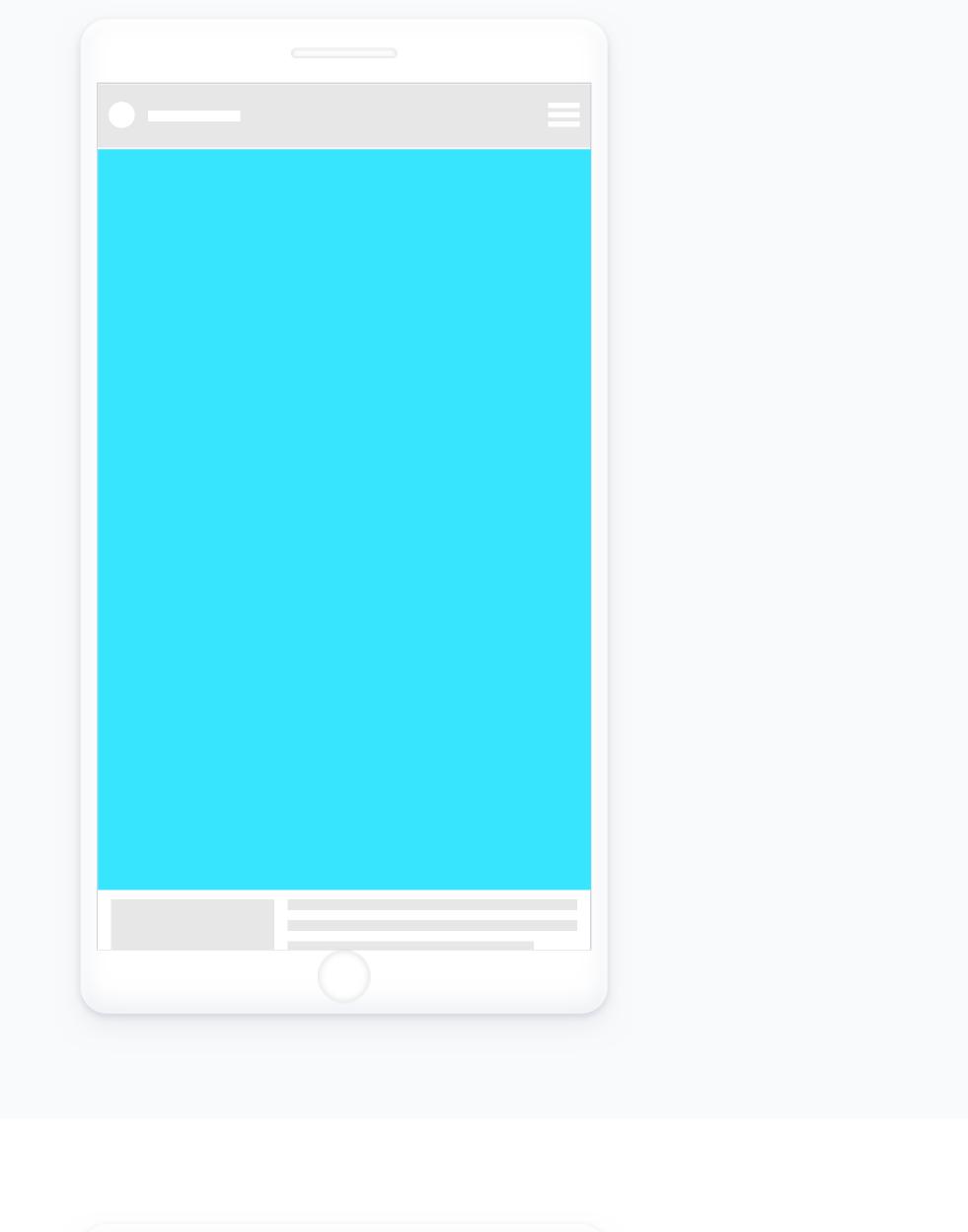
ADHESION

DESCRIPTION	The Mobile Adhesion serves as a standard mobile ad unit which is positioned to the bottom of the tablet or mobile phone. Upon scrolling down the advert will hide and upon scrolling back up the page the advert will reappear giving the largest viewability without hindering user experience.		
MAX FILE SIZE	150 KB		
FILE FORMAT	Static or animated image file (PNG, GIF, JPEG)		
THIRD PARTY IMPRESSION TRACKING AVAILABLE	N/A		
ADVERT DIMENSIONS	Desktop	N/A	
	Tablet	600 x 70 pixels	
	Mobile	320 x 50 pixels	



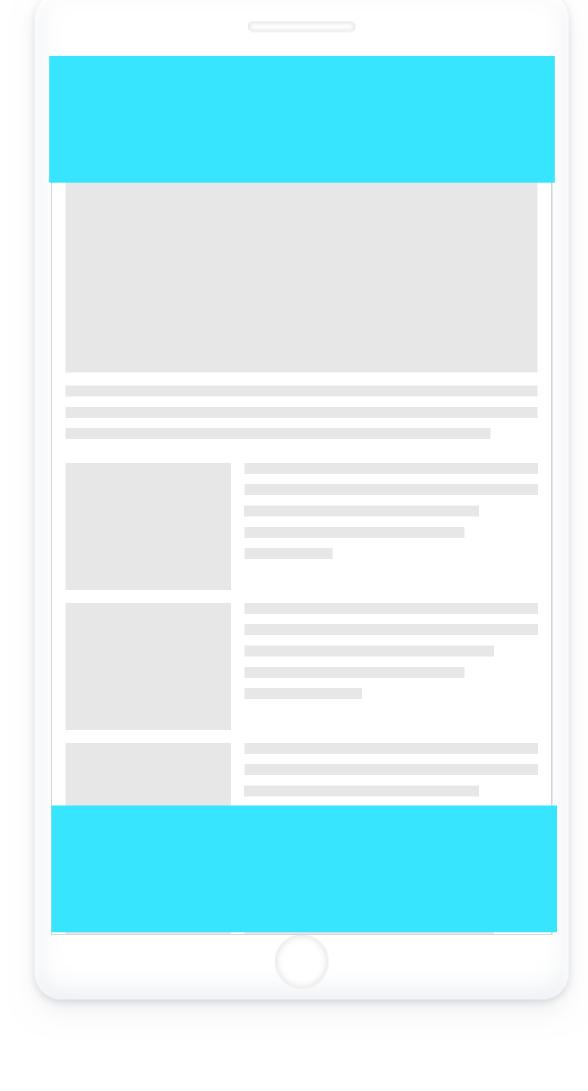
INTERSCROLLER

DESCRIPTION	It is a full-screen, inline vertical advert placement that is positioned in a prominent position within the page and takes up the full size while in "Portrait" orientation. It delivers a highly-impactful experience that appears on scroll and responsively spans the full width of the device.		
MAX FILE SIZE	1 MB		
FILE FORMAT	Static or animated image file (PNG, GIF, JPEG)		
THIRD PARTY IMPRESSION TRACKING AVAILABLE	N/A		
ADVERT DIMENSIONS	Desktop	N/A	
	Tablet	1080 x 1920 pixels	
	Mobile	450 x 800 pixels	
TEMPLATE	Available here		
EXAMPLE	Available here		



TOP AND TAIL

DESCRIPTION	deliver a richer experience to One will be positioned above	m display banners on mobile. These ads the user than traditional standard banners. the header while the other will be offer greater brand exposure.
MAX FILE SIZE	1 MB	
FILE FORMAT	Static or animated image file	(PNG, GIF, JPEG)
THIRD PARTY IMPRESSION TRACKING AVAILABLE	N/A	
ADVERT DIMENSIONS	Desktop	N/A
	Tablet	N/A
	Mobile	500 x 240 pixels



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