



# Advertising specifications

v2.4 | 09 August 2021

A  NETWORK N brand



# Roadblocks

The following are required creative sizes in order to run a roadblock/tenancy campaign:

## Wallpaper skin (two units)

Formats ..... JPEG/PNG  
Creative size ..... 301 x 970px (left), 300 x 970px (right)  
File size ..... 75KB max each

## Billboard

Formats ..... JPEG/GIF/PNG/HTML5  
Creative size ..... 970 x 250px  
File size ..... 100KB max

## MPU

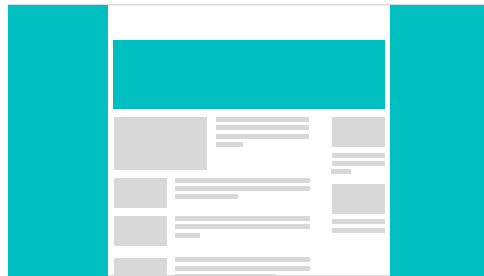
Formats ..... JPEG/GIF/PNG/HTML5  
Creative size ..... 300 x 250px  
File size ..... 50KB max

## Leaderboard

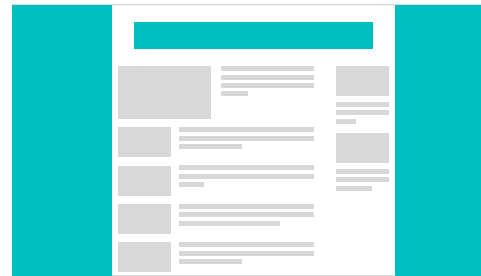
Formats ..... JPEG/GIF/PNG/HTML5  
Creative size ..... 728 x 90px  
File size ..... 50KB max

## Half Page

Formats ..... JPEG/GIF/PNG/HTML5  
Creative size ..... 300 x 600px  
File size ..... 100KB max



Wallpaper skins and billboard



Wallpaper skins and leaderboard

[Download](#)

**Photoshop template**

PublisherCollective\_TakeoverTemplate\_v02.psd

Publisher Collective | **Advertising Specifications** | v2.4



# Mixed banners

For mixed banner flights/campaigns we can run any mixture of the following:

## Billboard

Formats ..... JPEG/GIF/PNG/HTML5

Creative size ..... 970 x 250px

File size ..... 100KB max



Billboard

## Leaderboard

Formats ..... JPEG/GIF/PNG/HTML5

Creative size ..... 728 x 90px

File size ..... 50KB max



Leaderboard

## Half Page

Formats ..... JPEG/GIF/PNG/HTML5

Creative size ..... 300 x 600px

File size ..... 100KB max each



Half page

## MPU

Formats ..... JPEG/GIF/PNG/HTML5

Creative size ..... 300 x 250px

File size ..... 50KB max



MPU

## Mobile Leaderboard

Formats ..... JPEG/GIF/PNG/HTML5

Creative size ..... 320 x 50px

File size ..... 35KB max



# Video

Provided videos must be created to the following specifications:

## Local hosted file size

Minimum resolution .....	640 x 360px
Maximum resolution .....	1920 x 1080px
Maximum file size .....	30MB on desktop and 10MB on mobile, file will be compressed further while serving
Maximum video length .....	30 seconds, must be skippable within 10 secs

## VAST redirects file size

Recommended file size .....	1.6MB per minute
Maximum file size .....	5MB
Minimum VAST version .....	3.0
Maximum video length .....	30 seconds, must be skippable within 10 secs

## Technical specifications

Formats .....	MPEG4/MP4, MOV, AVI, FLV, VAST redirect
Frames per second .....	30
Recommended Video bitrate .....	12-30 Mbps
Recommended Audio bitrate .....	92 kbps
Video codec .....	H264
Audio codec .....	AAC



VAST hosted files must be skippable. We may pause video campaign if the video ads are non skippable. VPAID tags are not accepted



Instream/Outstream video



InRead video



# BFA assets

In order to create a custom BFA unit, Network N must receive all assets listed below at least seven working days before the campaign launch:

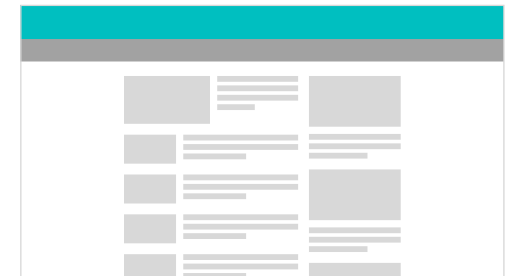
- Any key art PSDs
- All relevant fonts, as well as any brand guidelines we should adhere to for usage
- PNG/AI/EPS logo for the game/product
- PNG/AI/EPS logo for any developers or publishers you wish to include
- PNG/AI/EPS logos for any age ratings and game platforms
- Call to action to include on the unit, or any relevant CTA buttons
- Any high-res screenshots available
- PNG art of characters
- Video to include in the unit, maximum of 30 seconds. A 15 second video is preferable to ensure the final ad size falls under 4MB in line with Google Heavy Ad Intervention, this will allow us to set the video to autoplay. Alternatively the video will be set to click to play
- An MP4 is preferable but we can also download from YouTube



BFA Intro



BFA Expanded



BFA Collapsed

On request

## Photoshop template

PublisherCollective\_BFA2\_Template\_v02.psd



# BFA Specifications

Provided BFAs must be created to the following specifications:

## Desktop

### Intro

- Celtra Safe area - 970 x 250px
- Photoshop canvas - 1280 x 250px

### Expanded

- Celtra Safe area - 970 x 480px
- Photoshop canvas - 1280 x 480px

### Collapsed

- Celtra Safe area - 970 x 90px
- Photoshop canvas - 1280 x 90px

## Mobile

### Expanded

- Celtra Safe area - 350 x 125px
- Photoshop canvas - 970 x 125px

### Collapsed

- Celtra Safe area - 350 x 50px
- Photoshop canvas - 970 x 50px



# Mobile interscroller

Provided interscrollers must be created to the following specifications:

## Top layer

Formats ..... PSD or transparent PNG  
Creative size ..... 320 x 600px

- Must contain any logos, CTAs, or text
- Must have a transparent background
- Including character art on this layer can help make the unit more engaging

## Third party tags

Creative size ..... 320 x 600px  
File size ..... 150kb

## Bottom layer

Formats ..... PSD/JPEG  
Creative size ..... 736 x 736px

- Must NOT contain any CTAs, logos, or other elements that mustn't be cropped
- Should be background art only
- Background should fade to a solid colour at the top and bottom



You may also provide a folder of assets for us to create the interscroller



Mobile Interscroller

[Download](#)

## Photoshop template

PublisherCollective\_InterscrollerTemplate\_v01.psd



# Additional specifications

Specifications for additional formats such as HTML5 banners and third party tags:

## HTML5 Banners

Creative sizes ..... 970 x 250px, 728 x 90px, 300 x 600px, 300 x 250px  
File size (zip folder) ..... 200KB max

- Must be GAM (Google Ads Manager) compatible when built in GWD or other similar programs
- Must contain a click-tag built into the zip file

## Third Party tags

Creative sizes ..... 970 x 250px, 728 x 90px, 300 x 600px, 300 x 250px  
File size (billboard/970 x 250px) ..... Max initial load size 200KB, subsequent polite load 1MB  
File size (all other sizes) ..... Max initial load size 200KB, subsequent polite load 300KB

- Sizmek click-tracking cannot be used in combination with HTML5 banners, however impression tracking can
- Must be clearly labelled in conjunction with RFP or Network N IO



HTML5 banners and third party tags must be https compliant





# Contacts

If you have any questions please get in touch with our team:



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**Service level agreement**

Service\_Level\_Agreement\_v1.3.pdf

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