



Advertising specifications

v2.5 | 05 November 2021



Roadblocks

The following are required creative sizes in order to run a skin roadblock 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

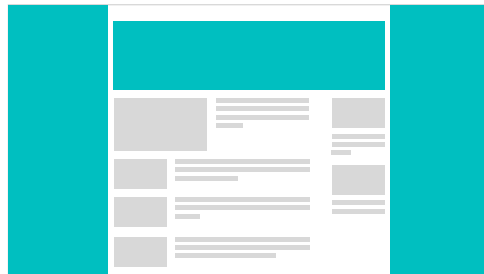
Formats JPEG/GIF/PNG/HTML5
Creative size 300 x 250px
File size 50KB max

Leaderboard

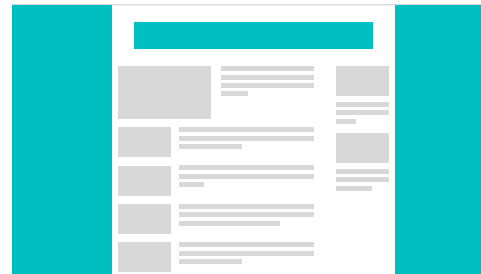
Formats JPEG/GIF/PNG/HTML5
Creative size 728 x 90px
File size 50KB max

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

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Astro roadblocks

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

Astroboard (desktop)

Expanded Safe area 970 x 250px

Collapsed Safe area 970 x 90px

Astroboard (mobile)

Expanded Safe area 350 x 125px

Collapsed Safe area 350 x 50px

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

MPU

Formats JPEG/GIF/PNG/HTML5

Creative size 300 x 250px

File size 50KB max



Astroboard expanded (desktop/top)



Astroboard expanded (desktop/bottom)



Astroboard expanded (mobile)



Astroboard assets

In order to create a custom Astroboard 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



Astroboard expanded (desktop/top)



Astroboard expanded (desktop/bottom)



Astroboard expanded (mobile)

On request

Photoshop template

PublisherCollective_Astroboard_Template_v01.psd

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Mixed banners

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

Billboard

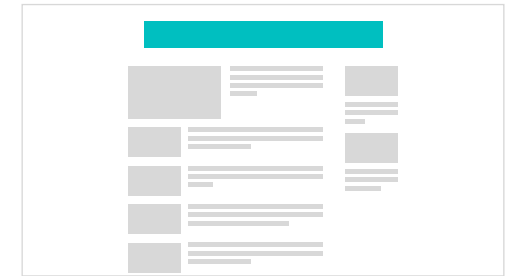
Formats JPEG/GIF/PNG/HTML5
Creative size 970 x 250px
File size 100KB max



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



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_v1.4.pdf

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