PUBLISHER COLLECTIVE

Advertising specifications

v4.0 | 23 September 2022

Astro roadblocks

The following are required creative sizes in order to run a Astro Roadblock flight/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

AstroBoard expanded (mobile)

AstroBoard Units will run alongside either a 728x90, 300x250 or 300x600, depending on site setup

AstroBoard assets

In order to create a custom AstroBoard unit, Publisher Collective 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

AstroBoard expanded (mobile)

Universe Takeovers will run with an AstroBoard Unit, alongside a number of 970x250, 728x90, 300x250 & 300x600 banners, depending on site setup

On request

Photoshop template

PublisherCollective_AstroBoard_Template_v01.psd

Solar Skin assets

In order to create a custom Solar Skin, Publisher Collective 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
- Optional video to include in the billboard version, maximum of 6 seconds, and under 4MB in line with Google Heavy Ad Intervention, this will allow us to set the video to autoplay
- An MP4 is preferable but we can also download from YouTube

This solution is desktop only

Solar Skin - billboard

Solar Skin - leaderboard

Solar Skin - app version

On request

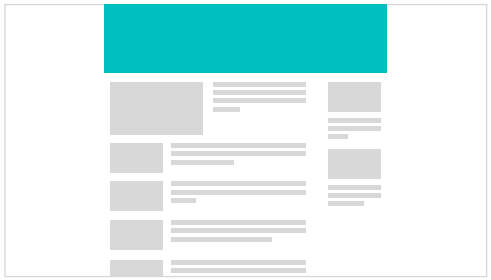
Photoshop template

PublisherCollective_SolarSkin_Template_v01.psd

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

Instream/Outstream video

InRead video

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

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 Publisher Collective 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_v4.0.pdf