

United Kingdom ad specs quick guide

Ad unit	Dimensions	Banner type	Third-party tags accepted
Billboard	970x250	GIF, JPEG, HTML5, 3RD PARTY	Yes
Skyscraper	160x600	GIF, JPEG, HTML5, 3RD PARTY	Yes
Monster	640x480	GIF, JPEG, HTML5, 3RD PARTY	Yes
MPU	300x250	GIF, JPEG, HTML5, 3RD PARTY	Yes
DMPU	300x600	GIF, JPEG, HTML5, 3RD PARTY	Yes
Leaderboard	728x90	GIF, JPEG, HTML5, 3RD PARTY	Yes
Super Leadersboard	970x90	GIF, JPEG, HTML5, 3RD PARTY	Yes
Doodle	150x30	Contact the team	
Native Mobile In-App	1200x627	JPEG & Text	No
Textlink / VIP Strip	60x20	JPEG, GIF, PNG	No
Native Pushdown	970x30 (collapsed), 970x250 (expanded)	GIF, JPEG, HTML5, 3RD PARTY	No
Desktop Checkout	460x94	JPEG	No
EAP: Video			

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