

TIMES ONLINE

Creative Specifications

- **Buttons** – 160 pixels wide x 60 pixels high, static or rotating gif max 5kb flash 8kb.
- **Leaderboard** – 728 pixels wide x 90 pixels high, static or rotating gif max 20kb flash 30kb.
- **Skyscraper** – 160 pixels wide x 600 pixels high, static or rotating gif max 20kb flash 30kb
- **MPU (Premium)** - 300 pixels wide x 250 pixels high, static or rotating gif max 20kb flash 30kb.

Please note:

- Flash creatives must be built using the Flash Tracking instructions following the Click Tag guide, please request these instructions to be supplied.
- If supplying flash a corresponding gif backup as per the specifications above is required.
- No Flash creatives allowed on E-Bulletins