

In-Game Advertising Specification

Artwork sizes:

Please supply artwork in each of the following formats. Each artwork must have a maximum file size of 400Kb. Artwork can be supplied in PNG, JPEG or GIF format. Video can be supplied in MP4 format (15 or 30 seconds). For level sponsorship or game within game, contact us directly.

The image displays five mobile devices illustrating different in-game advertising formats. Each device has a blue bar at the bottom representing the ad placement. The first device shows a 'Wide Banner' with a boat and a gear icon. The second shows an 'Extra Wide' banner with a soccer game scene. The third shows an 'In-Game Banner' with a racing game scene. The fourth shows another 'In-Game Banner' with a maze game scene. The fifth shows an 'Interstitial' banner with a colorful game scene.

Wide Banner	Extra Wide	In-Game Banner	In-Game Banner	Interstitial
320x50px (w/h)	640x100px (w/h)	728x90px (w/h)	1456x180px (w/h)	480x320px (w/h)

What we need:

- Target audience information: Demographic, geographic and behavioural (interests, activity etc.)
- Campaign start and end date
- **URL for the click through.**

Lead time:

72 hours to begin a campaign from receipt of all collateral.

Tracking links:

Please ensure if you would like to add click tracking links to your campaign this is sent across as your URL. Please note we **cannot** accept 3rd party tags on artwork.

Examples are for illustrative purposes only. The area shown in green indicates the artwork in situ, this is not to scale, please follow the measurements given.