



- Creatives must be supplied 5 working days prior to go live for comprehensive QA
 - HTML5 must be 3rd party served. No Zip files will be accepted.
 - Secure tags are required.
 - If The Logic is hosting your image files with 1x1 trackers, please note that one single vendor for the trackers can be accepted

Ad type	Size	Equiv. ratio	Desktop	Tablet	Mobile	Support file types & more info	Gif / Jpeg / PNG Max file	Initial Load	Host-Initiated Subload	Animation Length	Number of Loops	In-Ad Video File Size	In-Ad Video	Audio	CPU Load	File Requests	Expansion	Blocking Tags accepted?
Billboard	970 x 250	4:1	X			*3rd party ad tag (Javascript / HTML5), gif, jpg, png	250 KB	250 KB	500 KB	15 seconds max: Animation is recommended to be part of subload. No looping beyond 15 seconds. We suggest the final frame of your advert leads with a branded message.	1 maximum.	2.2 MB	Video can auto play but must include "play" and "stop" buttons.	Default off. User must click to initiate audio.	30% CPU load max	Ad must not exceed ten file requests during initial file load. Additional files can be loaded as necessary during host initiated subload and user initiated loads.	N/A	No - Monitoring only
Super Leaderboard	970 x 90	10:1	X		200 KB		200 KB	400 KB	2.2 MB			Default off. User must click to initiate audio.		30% CPU load max	N/A		No - Monitoring only	
Leaderboard	728 x 90	8:1	X	X	150 KB		150 KB	300 KB	2.2 MB			Video advertisements should not play for longer than 15 seconds and should only play once.	Default off. User must click to initiate audio.	30% CPU load max	N/A		No - Monitoring only	
Mid Page Unit (MPU)	300 x 250	1:1	X	X	X		200 KB	200 KB	500 KB			2.2 MB	Users should never be prompted to download a compatible video player plug-in.	Default off. User must click to initiate audio.	30% CPU load max		N/A	No - Monitoring only
Halfpage / Super MPU	300 x 600	1:2	X				150 KB	150 KB	300 KB			2.2 MB	The Logic is unable to stream or host video ads. All video ads must be served via a third-party.	Default off. User must click to initiate audio.	30% CPU load max		N/A	No - Monitoring only
Mobile Leaderboard	320 x 50	3:1			X		100 KB	100 KB	200 KB			1.1 MB		Default off. User must click to initiate audio.	30% CPU load max		N/A	No - Monitoring only
Large Mobile Banner	320 x 100	3:1			X		150 KB	150 KB	300 KB			1.1 MB		Default off. User must click to initiate audio.	30% CPU load max		N/A	No - Monitoring only