

1XL: DISPLAY ADVERTISING SPECIFICATIONS

The specifications are for standard ads to run on the 1XL network of sites. Please contact adops@1xl.co.uk for any questions.

Standard Desktop Sizes and Formats

Standard Formats may be supplied as Gif, JPG, Flash, HTML5 formats or 3rd Party tags.

Name	Size	Initial File Size	Animation Timing	Expandable	Video	Audio	Positions
Billboard	970x250	70kb	No flashing	User initiated. Up to 3 x Depth	Allowed	Must be user initiated on click	Top of Page
Leaderboard	728x90	50kb	No flashing	User initiated. Up to 3 x Depth	Allowed	Must be user initiated on click	Top of Page
Double MPU	300x600	70kb	No flashing	User initiated. Up to 2 x Size	Allowed	Must be user initiated on click	Right of Page (1st MPU slot)
MPU	300x250	50kb	No flashing	User initiated. Up to 3 x Size	Allowed	Must be user initiated on click	Right of Page

Standard Mobile Sizes and Formats

Name	Size	Initial File Size	Animation Timing	Expandable	Video	Audio	Positions
Mobile Banner	320x50	25kb	No flashing	Not allowed	No video allowed	No audio allowed	Top and Bottom of Page
Mobile MPU	300x250	50kb	No flashing	Not allowed	Must be user initiated on click	Must be user initiated on click	Top of Page

Required Controls

Audio: On/Off

Video: Play/Pause

A banner may play audio and/or video content after a user clicks on it, and should display a visible “stop” or “pause” button once the audio/video begins. The default should always be ‘off’.

Flash Specifications

18 frames per second; minimum version Flash 6, maximum version Flash 9; wmode must be set to transparent or opaque. All Flash MPU units require the use of clickTag for tracking and a back-up GIF or JPG file for use where visitors do not have the required plug in. From September Flash creatives served into Chrome will be paused by default so please try to use HTML5 where possible.

HTML5 Specifications

We accept larger initial File Sizes for HTML5 Creatives.

- Desktop formats can be 150kb at initial load and 1MB Max weight on Polite Load
- Mobile formats can be 50kb at initial load and 150kb Max weight on Polite Load

Minimum Timelines

Creatives are required to be delivered to Ad Ops 3 working days prior to the first insert date of the order.

Other Specifications

Please contact adops@1xl.co.uk if you require the specification for any other formats such as Homepage Takeovers, Preroll Video, HTML Emails or any other rich media formats.