

Skin Specification Sheet

The skin is made up of four creatives V1 being the Skin and V2 being the Leaderboard

Leaderboard: 970x106 formats and specs remain the same as normal leaderboard

Skin: Total width 1280 x height variable. side panels 160width. Centre to house webpage so should be left blank. The creative format should be saved as one of the following GIF, jpg, png not SWF

Billboard: (for iOS devices only) – 970 pixels wide x 250 deep – file size 40kb gif.

Adhesion Banners: (for Smartphone devices only) 320 pixels wide x 50 deep – file size 40kb format gif
- No more than three frames if animated, 15 seconds in total.

