

Ad Unit Specifications							Available Templates
	Dimensions (WxH in pixels)	Accepted Formats	Image File Size	Animation Duration	Video File Size	Subject Line	
Desktop	Standard Ad						
	Billboard Canvas (1366)	1366 x 250 / 1068 x 250 / 970 x 250	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB	Homepage Channel Homepage Article Page
	Super Banner	728 x 90	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB	Homepage Channel Homepage Article Page
	Medium Rectangle	300 x 250	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB	Homepage Channel Homepage Article Page
	Half Page	300 x 600	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB	Homepage Channel Homepage Article Page
	Standard Ad						
	Large Rectangle	336 x 280	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB	Homepage Channel Homepage Article Page

Mobile	Medium Rectangle	300 x 250	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Article Page
	Interscroller	768 x 1230	Image: GIF, JPG, PNG HTML5** 3rd Party Tag Ad Serving** ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Article Page
EDM	EDM							
	EDM	Width: 730	Image: GIF**, JPG, PNG 3rd Party Tag Ad Serving: Click tags and Impression tags only **GIF may not be animated on some devices	Max 1 MB			Subject Line: Recommend max 20 Chinese characters with space	