

## Homepage: Billboard

The Billboard unit is a premium ad space that can be bought on our main homepage below the navigation bar, the positioning and dimensions are consistent with the IAB standard. HTML5 can be used to ensure optimal delivery for different device types.

Billboard cannot be booked in conjunction with any Pushdown banners or side panels, a standard medium rectangle (300x250px) must be provided to run in the top rectangle spot in conjunction with the Billboard.

The Billboard may be static or animated, and may include a video (either YouTube or locally hosted).

Specifications		
<p><b>Dimensions</b> (width x height)</p> <ul style="list-style-type: none"> <li>970x250px - image backup/background image(s)</li> </ul>	<p><b>Backup image</b></p> <ul style="list-style-type: none"> <li>You MUST provide a backup (970x250px) static image to run on IE10 as it does not support rich-media creative</li> </ul>	<p><b>Third-party supported providers</b></p> <ul style="list-style-type: none"> <li>DoubleClick, Adslot &amp; Sizmek</li> </ul>
<p><b>Format</b></p> <ul style="list-style-type: none"> <li>JPG, GIF, PNG and HTML5</li> </ul>	<p><b>Click to close button</b></p> <ul style="list-style-type: none"> <li>The close button must not be built as part of the creative as this functionality will be rendered by the ad server. The close button dimensions are 64x20px (width x height) and will appear on the top right hand corner of the Billboard unit.</li> </ul>	<p><b>Notes</b></p> <ul style="list-style-type: none"> <li>We have previously come across issues with video sound in IE &amp; Safari please do cross browser testing.</li> <li>All creative subject to final Stuff approval.</li> <li>Please enquire with your Account Manager if you need Stuff to produce the assets for you.</li> </ul>
<p><b>File Size</b></p> <ul style="list-style-type: none"> <li>100KB max</li> </ul>	<p><b>Third-party ad serving</b></p> <ul style="list-style-type: none"> <li>Third-party ad serving is now accepted for the Billboard unit.</li> <li>All video Billboard units must be third party ad served.</li> <li>If you are providing a third-party ad served tag, please ensure that the naming of all HTML5 assets uploaded into your adserver is 24 characters or less (including spaces).</li> </ul>	
<p><b>Animation</b></p> <ul style="list-style-type: none"> <li>Set to loop 3x max.</li> <li>Animation should not loop indefinitely</li> </ul>	<p><b>Tracking</b></p> <ul style="list-style-type: none"> <li>URL or imps/click trackers</li> </ul>	
<p><b>Video Billboard</b></p> <ul style="list-style-type: none"> <li>30 seconds max duration</li> <li>Video must be muted</li> </ul>		
<p><b>Polite load file size</b></p> <ul style="list-style-type: none"> <li>100KB initial load</li> <li>1.5MB max polite load</li> </ul>		

When a user clicks "Close", the ad will disappear, page content will push up, and a "Show Ad" button will remain.

