

TYPE	VERSION	MAX FILE SIZE	HYPERLINK	IMAGE FORMAT & FALLBACK	BACKGROUND	DURATION	NOTES
HTML5 (for all banners)			if it is not included in the code please provide the link				
Takeover Banners (700px width x 470px height) 1 impression every 12 hours							
<u>Still Image</u>			provide the link	.GIF or .JPG or .PNG			Not displayable on mobile devices screens less than 480px width
<u>HTML5</u>			The link must be implemented inside the html file			Max 10 seconds (No Loop allowed)	1. Not displayable on mobile devices screens less than 480px width. 2. No close button needed 3. Must have a mute button (to turn the sound OFF)
Catfish Banners (300px width x 100px height)							
<u>Still Image</u>			provide the link				
Newsletter Banners (468px width x 60px height)							
<u>Still Image</u>		100KB	provide the link	.GIF or .JPG or .PNG			
Responsive Banners							
Sidebar A, B, C (300x250px, 200x200px, 234x60px, 468x60px, 728x90px)		1MB	provide the link	.GIF or .JPG or .PNG			
Top Leaderboard (728x90px, 468x60px, 234x60px)							
Leaderboards (728x90px, 468x60px)							
Center squares D, E, F, G (300x250px, 200x200px)							
Leaderboard articles A (728x90px, 468x60px)							
Leaderboard Sponsorship articles (728x90px, 468x60px)							
Signalive Skyscraper/Skins Banners (120px width x 600px height)							
<u>Still Image</u>			provide the link	.GIF or .JPG or .PNG			Not displayable on mobile devices
Cooking Skyscraper/Skins Banners (1350px width x 802px height)							
<u>Still Image</u>			provide the link	.PNG	Transparent		Not displayable on mobile devices
Capital Skyscraper/Skins Banners (1900px width x 1000px height) Left & Right 140x610							
<u>Still Image</u>			provide the link	.PNG	Transparent		Not displayable on mobile devices
Preroll (655x368 px)							
.WebM files - Vp8 video codec and Vorbis Audio codecs .MPEG4, 3GPP and MOV files - Typically supporting h264, mpeg4 video codecs, and AAC audio codec .AVI - Many cameras output this format - typically the video codec is MJPEG and audio is PCM .MPEGPS - Typically supporting MPEG2 video codec and MP2 audio .WMV .FLV - Adobe-FLV1 video codec, MP3 audio		15MB	provide the link			ideally 15 seconds	Reference: https://support.google.com/dfp_sb/answer/1181018

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ReEmbed - VIDEO / IMAGE BANNER

Type: Video **MP4 / FLV / YouTube** Recommended File size: **10MB max**
 Loading time depends from how big is the file size

Impressions:

Start Date:

End Date:

Player Filter: All Players
 city.sigmalive.com cooking.sigmalive.com mag.sigmalive.com
 MonoAPOEL sigmalive.com SL Lifestyle
 SL Sports sportsbuzz.sigmalive.com

Frequency cap: **If applicable** Ads per:

Geo-targeting: **If applicable**

Impression Url:

Click Url:

Type: Image Banner **728x90**

Impressions:

Start Date:

End Date:

Player Filter: All Players
 city.sigmalive.com cooking.sigmalive.com mag.sigmalive.com
 MonoAPOEL sigmalive.com SL Lifestyle
 SL Sports sportsbuzz.sigmalive.com

Frequency cap: **If applicable** Ads per:

Geo-targeting: **If applicable**

Impression Url:

Click Url: