

MATTHIAS & ASSOCIATES

AD SPECS

2023



ASSETS REQUIREMENTS



1. Creatives must be sent to YOOSE **latest 3 business days** before the campaign starts.
1. Provide five sizes: **300x250, 320x50, 728x90, 320x480, 480x320**
1. Assets should include:
 - a. Creatives
 - b. For dynamic banners: instructions on dynamic text size and colours.

SPECIFICATIONS

Dynamic Banner - Standard and Interstitial - HTML5 / JavaScript

File Format: Animated GIF*, JPEG, PNG

Character Counts: < **30,000 characters**.

File Size: < **100kb**

Note: You should provide the banners have empty space to add the sentence "You'rem away from [location]", then we can start to code for the dynamic banners.



**Some mobile phones do not support animated .gif files and will only render the first frame.*

SPECIFICATIONS

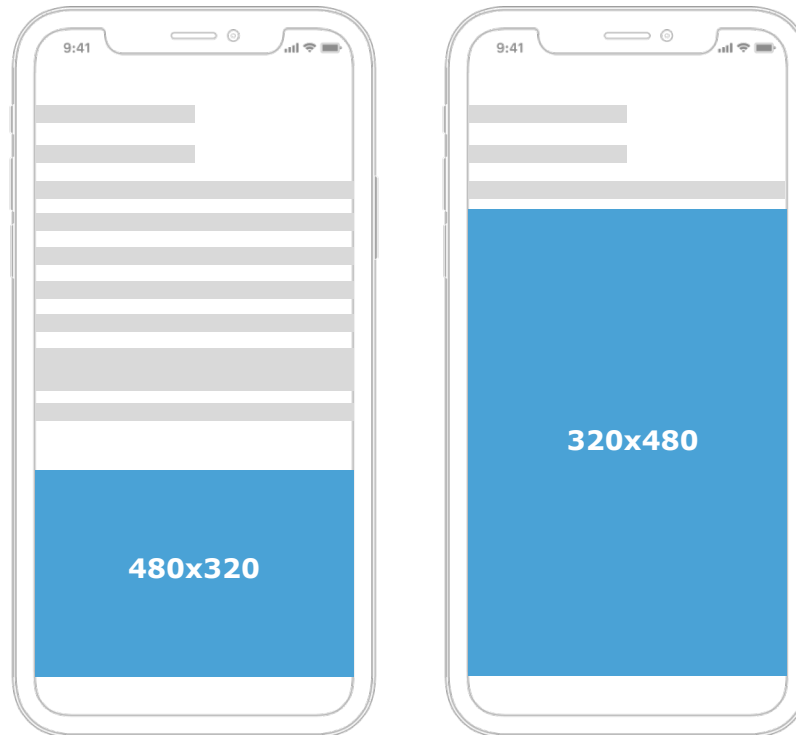
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SAMPLE OF DYNAMIC BANNER

Dynamic Banner - Standard and Interstitial - HTML5 / JavaScript

The creative format that you need to send us



OUR MOCKUP OF DYNAMIC BANNER

Dynamic Banner - Standard and Interstitial - HTML5 / JavaScript

The creative format we show you before campaign launch



Get in touch:

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