

# campaign



<https://www.betterads.org/>

## Takeover specs for desktop and mobile

Page 1

Updated 13-June-2024

### Turnaround times

Wallpapers require significant time to set up and test, and there may be rounds of feedback. Please ensure you provide these five clear working days in advance of the Go-Live date.

**For a takeover, if your takeover includes a mobile takeover (your Haymarket account manager will confirm if this is the case), please provide assets for the mobile takeover. See page 6.**

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## Page 2

Desktop wallpaper + billboard takeover.

Campaign's **article/hub page**: wallpaper + billboard takeover ad execution comprises the two wallpaper spaces and a billboard.

Campaign's **homepage**: wallpaper + billboard takeover ad execution comprises the two wallpaper spaces and up to four billboards.

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Page 3

## Wallpaper spec

**Max file size:** 120kb for each panel.

**Format:** gif jpg, third party tag, or HTML5.

**Dimensions:** each asset should be 340 x 1080 pixels (left panel, right panel) (width by height).

**Critical copy:** dimensions and position of the critical copy areas as in diagrams on page 4

The exact appearance of the wallpaper will vary, depending on the resolution/zoom settings being used by the user's desktop device. There are hundreds of resolution/zoom settings and it's impossible to ensure that the wallpaper appears in a consistent manner across all of these permutations.

To ameliorate such issues, the key part of the advertising copy should be within a '**critical area**' for each panel. This critical area will be seen by a majority of users with recommended resolution settings and default zooms.

**Preview of a sample wallpaper:**

<https://www.campaignlive.co.uk/article/itv2s-love-island-series-nine-launch-hits-two-million-peak-down-2021/1810435>

(Our Ref: 5827810754) .

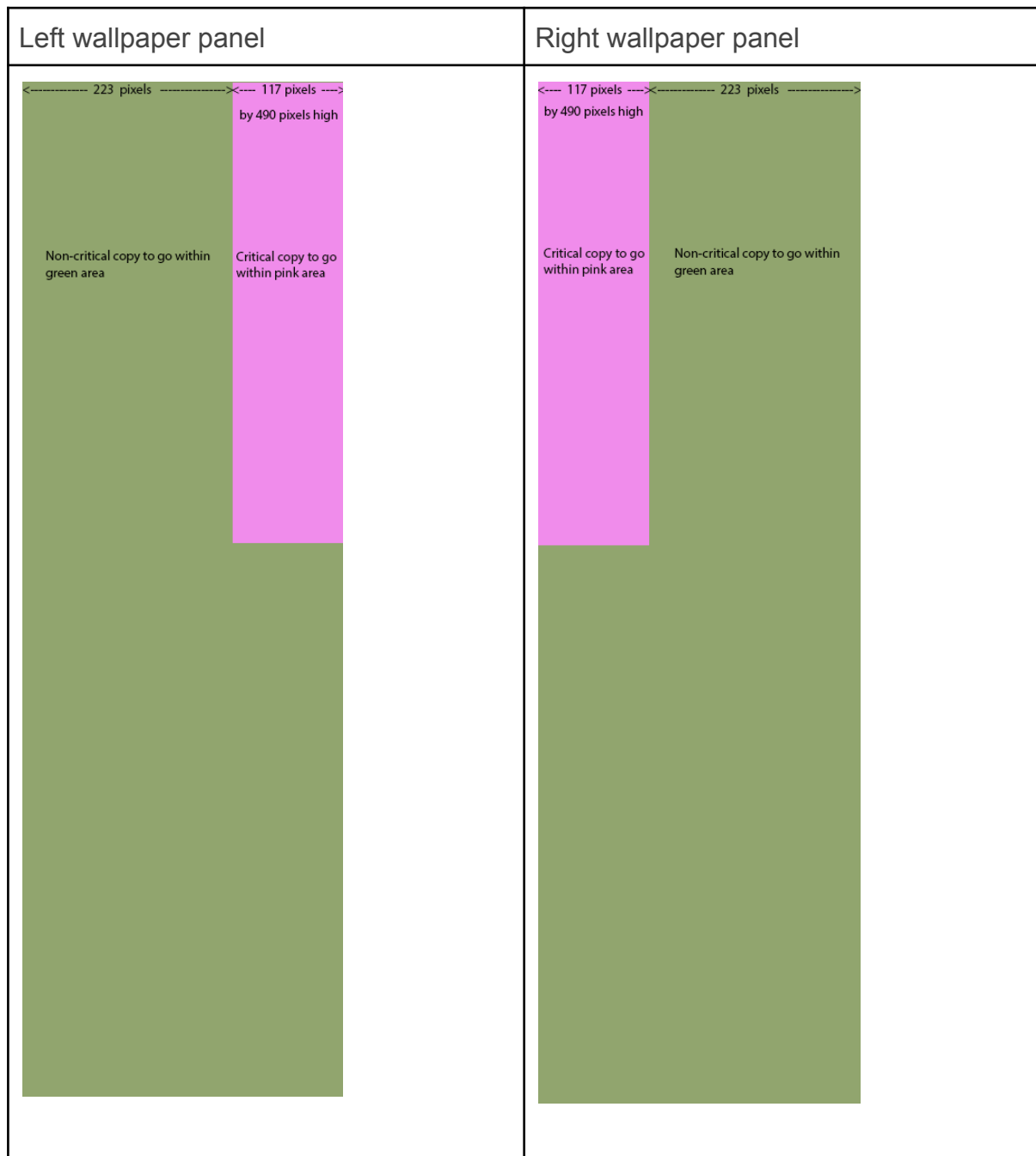
If you zoom in/out on the page above, you'll see how the wallpaper becomes less or more visible. The pixel dimensions of these wallpaper panels can be seen on page 4, below.

**Animation:** Subject to approval by Haymarket.

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Page 4

Diagram showing layout of wallpaper panels



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Page 5

## Billboard spec

Spec for the billboard can be found [here](#) > Campaign display > page 1 / Standard online ad formats > Billboard (entry begins *Typically displays at the top of the page*).

The billboard will appear at the top of the page for homepage and articles. The homepage has three additional billboard slots. Two are in-content, and one is at the foot of the page.

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## Page 6

### Mobile takeover (sticky mobile banner + optional MPU)

Please provide a mobile banner asset and, optionally, an MPU asset. Pages on Campaign have a variable number of MPUs (between zero and three). If you provide an MPU we'll include it as part of the takeover. If you don't, we'll block the MPU slots so that no MPUs from other advertisers appear.

### Mobile banner spec

Spec for the mobile banner can be found [here](#) > Campaign display > page 1 / Standard online ad formats > Sticky mobile banner.

### MPU spec

Spec for the MPU can be found [here](#) > Campaign display > page 1 / Standard online ad formats > MPU.