

Overlay Specification

Ad Ops – May 2018

The client will need to supply a static image (GIF, PNG, JPG, etc.), this will then be uploaded through Pronto.

The template displays the creative for 10 seconds; it will then fade to display the site.

Specs for creative to be supplied are as follows:

File type: Static Image

Dimensions: 640x480

Max File Size: 120KB

From the example below you will see that the Overlay has a close button, this will be added through the Pronto template we have set up.

The close button will be sit in the top right corner of the overlay – this sits 24px from the top, 21px from the right and is 30px in diameter, critical copy should not reside within this area.

This creative can only have one click through URL attached to it.



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Alternatively, you can supply a JavaScript tag. Please ensure that it auto-closes after ten seconds, and that the design includes an 'x' button for the user to close the creative. Finally, we use asynchronous tags which means that the asset should include an iframe-buster.