Prestitial ('overlay') Specification

28-May-2025

Turnaround time

Five working days.

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Description

The prestitial ('overlay') is a desktop only product.

HBM has two prestitial products:

- gif/jpg, for prestitials with a single clickthrough urls (see pages 3)
- INS tags or zipped HTML5 file for prestitials with multiple clickthroughs (see page 4)

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GIF/JPG prestitials with a single clickthrough

The client will need to supply a static image (GIF or JPG).

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:

Image:

    Format: Gif/jpg

    Dimensions: 640x480

    Max File Size: 150KB

Clickthrough url

From the example below you will see that the Overlay has a close button, this will be added by the Ad Ops team.

The close button will 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, which will apply to the whole image.

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Third party tags or zipped HTML5 file

What you provide:

You supply a zipped HTML5 file or a third party tag.

This asset can include multiple clickthroughs

What we do:

We will add functionality to auto-close the creative after an agreed number of seconds.

We will also add an 'X' button so that users can close the prestitial if they don't wish to view the full ad.

Keep in mind that the prestitial will not be seen on mobile devices due to the fact that the creative is 640x480px.

Tracking clicks

Tracking can be added to a zipped HTML. To do this, you would need to append a click macro to your click throughs.

Examples (These would all track as the default click through event):

[TRACK_(click_through)]www.URLGoesHere1.com

[TRACK_(click_through)]www.URLGoesHere2.com

[TRACK_(click_through)]www.URLGoesHere3.com

Or if you want to track separately, you can add click macros with custom event names. These event names **must** start with "click_through" in order to count clicks in GAM. Haymarket Ad Ops will also need to add them as Custom Event columns in the reports section of Allstream if you want to view reports containing this data.

Examples:

[TRACK_(click_through_1)]www.URLGoesHere1.com

[TRACK_(click_through_2)]www.URLGoesHere2.com

[TRACK_(click_through_3)]www.URLGoesHere3.com