

Specifications										
Type	Creative Unit Name	Dimensions (WxH)	Desktop	Tablet	Mobile	Loop Limit	Animation time limit	Max File Size	Supported Creative Types	Additional Comments
Display advertising on FlightGlobal.com	Billboard	970x250	x			3	30 seconds	150kb	HTML5, GIF/ Animated GIF, JPEG, Third party tags	
	Double MPU (Half Page)	300x600	x	x		3	30 seconds	150kb	HTML5, GIF/ Animated GIF, JPEG, Third party tags	
	MPU	300x250	x	x	x	3	30 seconds	150kb	HTML5, GIF/ Animated GIF, JPEG, Third party tags	
	Large Mobile Banner	320x100			x	3	30 seconds	150kb	HTML5, GIF/ Animated GIF, JPEG, Third party tags	
	Wallpaper	1280x700	x			3	30 seconds	150kb	JPEG (preferred), PNG, GIF	Ad unit is 1280x700, with the advertising copy on the left and right hand side of the image at 120x700 pixels each side. Leave a transparent space for the website in between 120x700 sidebars.
	Curtain Raiser	300x250/300x600	x	x	x	3	30 seconds	4MB	HTML5, GIF/ Animated GIF, JPEG, Third party tags	
	Interstitial Desktop	640x480	x			3	30 seconds	4MB	HTML5, GIF/ Animated GIF, JPEG, Third party tags	
	Interstitial Mobile	300x250			x	3	30 seconds	4MB	HTML5, GIF/ Animated GIF, JPEG, Third party tags	
	Stay on (Mobile)	320x100, 300x100 or 320x50			x	3	30 seconds	4MB	HTML5, GIF/ Animated GIF, JPEG, Third party tags	
	Stay on Desktop	728x90	x	x			30 seconds	4MB	HTML5, GIF/ Animated GIF, JPEG, Third party tags	
In Article Video	640 x 360	x	x	x	1	1 minute	20MB	MP4 or VAST/ Vpaid tag preferred, FLV, MOV, Youtube link		
Newsletters	Banner	468x60	x	x	x			40KB	JPEG, GIF/ Animated GIF	All advertisements should be accompanied by a text equivalent in order to be seen by all subscribers (maximum 200 characters).
	MPU	300x250	x	x	x			40KB	JPEG, GIF/ Animated GIF	All advertisements should be accompanied by a text equivalent in order to be seen by all subscribers (maximum 200 characters).
	Advertorial	Please provide: Company logo, Headline (8 words maximum), text (up to 50 words) & URL to website								
	Supplier update	Please provide: Company logo, Headline (8 words maximum), text (up to 200 words), images you wish to include, any layout requirements you may have & URL to website. Alternatively, you can provide a HTML file including the elements above.								
Native advertising	Marketplace Recommendations	You will need to supply: Advertiser website domain, IP address, up to 30 URLs which you would like to drive traffic along with a title (4 words max), a synopsis, and an image. You will be sent a campaign build form to fill in all of these details.								
Paid Content	Topic	Please provide: Headline, text (up to 5,000 words), 1x landscape main image (minimum of 300dpi), any additional images you wish to include.								
Creative Guidelines										
Non acceptable Ads	We do not accept ads that mimic FlightGlobal's editorial content or style									
Animation length	The shorter of three rotations is 15 seconds									
Frequency capping	Ad capping will be controlled through our Adserver and not by a 3rd party server									
Interactivity	All interactivity must be user initiated: audio off as default, click to turn on. Collapsed on load, expand on roll over, contact on roll off. No cookies to be written on local machine.									
Rich Media	HTML5 creatives must degrade gracefully e.g. deliver an alternative GIF, JPEG for in page ad units, deliver a blank 1x1 image delivered in place of overlays and other 1x1 delivered ads. Flash no longer supported.									
URLS	The URL must be provided separately for any ads delivered as a GIF or JPEG									
Third party click tags	We accept third party tags. They should be supplied with a JavaScript and iframevariants. Please ensure that the URL of the ad is https://									