Advertising specifications

v6.5 | 10 July 2024

Astro roadblocks

The following are required creative sizes in order to run a
Astro Roadblock flight/campaign:

AstroBoard (desktop)
Expanded Safe area .... 970 x 250px
Collapsed Safe area .... 970 x 90px

AstroBoard (mobile)
Expanded Safe area .... 350 x 125px
Collapsed Safe area .... 350 x 50px

Leaderboard
Formats JPEG/GIF/PNG/HTML5
Creative size .. 728 x 90px
File size .... 50KB max

Half page
Formats JPEG/GIF/PNG/HTML5
Creative size .. 300 x 600px
File size .... 100KB max

MPU
Formats JPEG/GIF/PNG/HTML5
Creative size .. 300 x 250px
File size .... 50KB max

**AstroBoard expanded
(desktop)**

**AstroBoard expanded
(mobile)**

AstroBoard Units will run alongside either a 728x90,
300x250 or 300x600, depending on site setup

AstroBoard assets

In order to create a custom AstroBoard unit, Publisher Collective must receive all assets listed below at least seven working days before the campaign launch:

- Any key art PSDs
- All relevant fonts, as well as any brand guidelines we should adhere to for usage
- PNG/AI/EPS logo for the game/product
- PNG/AI/EPS logo for any developers or publishers you wish to include
- PNG/AI/EPS logos for any age ratings and game platforms
- Call to action to include on the unit, or any relevant CTA buttons

- Any legal lines/small print required to go on the expanded AstroBoard
- Any high-res screenshots available
- PNG art of characters
- Video to include in the unit, maximum of 30 seconds. A 15 second video is preferable to ensure the final ad size falls under 4MB in line with Google Heavy Ad Intervention, this will allow us to set the video to autoplay. Alternatively the video will be set to click to play
- An MP4 is preferable but we can also download from YouTube

AstroBoard expanded (desktop)

AstroBoard expanded (mobile)

⚠️

Universe Takeovers will run with an AstroBoard Unit, alongside a number of 970x250, 728x90, 300x250 & 300x600 banners, depending on site setup

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On request

Photoshop templates
AstroBoard_MiniVideo_Centre_May24.psd
AstroBoard_MiniVideo_Left_May24.psd
AstroBoard_MiniVideo_Right_May24.psd

Solar Skin assets

In order to create a custom Solar Skin, Publisher Collective must receive all assets listed below at least seven working days before the campaign launch:

- Any key art PSDs
- All relevant fonts, as well as any brand guidelines we should adhere to for usage
- PNG/AI/EPS logo for the game/product
- PNG/AI/EPS logo for any developers or publishers you wish to include
- PNG/AI/EPS logos for any age ratings and game platforms
- Call to action to include on the unit, or any relevant CTA buttons

- Any legal lines/small print required to go on the bottom-right of the skin
- Any high-res screenshots available
- PNG art of characters
- Optional video to include in the billboard version, maximum of 6 seconds, and under 4MB in line with Google Heavy Ad Intervention, this will allow us to set the video to autoplay
- An MP4 is preferable but we can also download from YouTube

Solar Skin – billboard
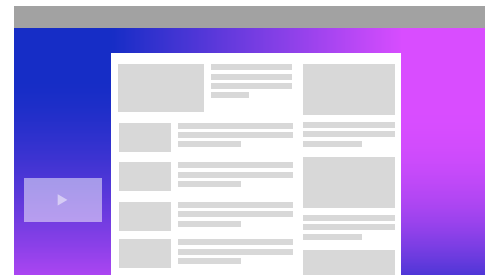
Solar Skin – leaderboard

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This solution is desktop only. JPG guide can be downloaded below. This is useful to reference what sort of assets to supply, even if we are creating the Solar Skin for you

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On request

Photoshop template
SolarSkin_Rail_Video_June24.psd

Download

JPG guide
SPEC_SolarSkin_Rail_Video_June24.jpg

Solar Skin instructions

In order to create a custom Solar Skin the following guidelines must be adhered to

A – BACKGROUND
　1500x1040px wallpaper with no text, CTA or logos.
　NB This can be clipped as the artwork responds to
　the size of the browser
　■ uploaded as flat JPG

B – BILLBOARD
　970x250px with no video. This area can
　accommodate transparent logos, CTA and text
　■ uploaded as transparent PNG

C – LEFT/RIGHT
　220x520px footprint with video (left only). This area
　can accommodate transparent logos, CTA and text
　■ uploaded as transparent PNG
　■ this can slide in as a user scrolls

D – KEYART
　■ uploaded as transparent PNG
　■ this can slide in as a user scrolls

E – LEADERBOARD
　970x90px with no video. This area can
　accommodate transparent logos, CTA and text
　■ uploaded as transparent PNG
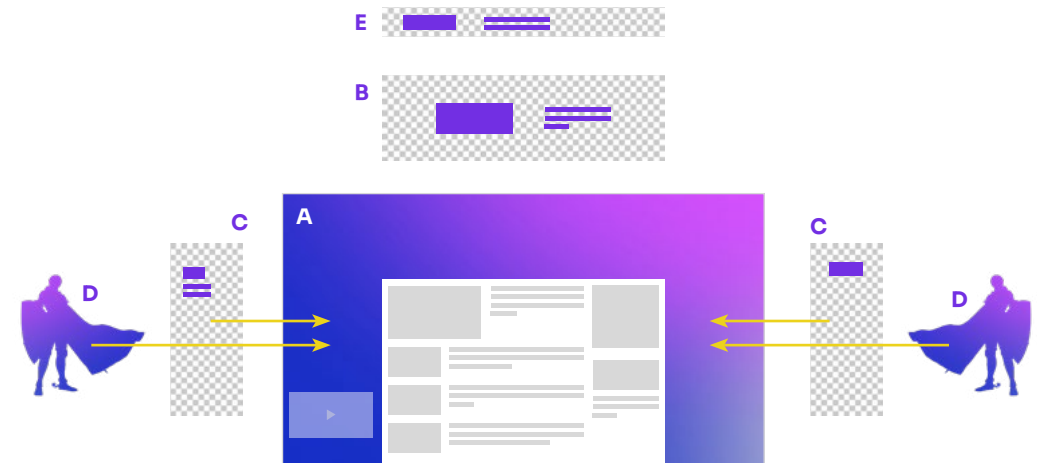
On request

Photoshop template
SolarSkin_Rail_Video_June24.psd

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Solar Mobile assets

In order to create a custom Solar Mobile unit, Publisher Collective must receive all assets listed below at least seven working days before the campaign launch, this includes suitable key art to create companion ads, or the ads themselves

- Any key art PSDs
- All relevant fonts, as well as any brand guidelines we should adhere to for usage
- PNG/AI/EPS logo for the game/product
- PNG/AI/EPS logos for any age ratings
- Call to action to include on the unit, or any relevant CTA buttons
- PNG art of the characters

Companion ad spec

Mobile Leaderboard
Formats JPEG/GIF/PNG/HTML5
Creative size .. 320 x 50px
File size .... 35KB max

MPU
Formats JPEG/GIF/PNG/HTML5
Creative size .. 300 x 250px
File size .... 50KB max

Solar Mobile unit

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Solar Mobile units will run alongside either a 300x250 or 320x50, depending on site setup

On request

Photoshop template
SolarMobile_March24.psd

Mixed banners

For mixed banner flights/campaigns we can run any mixture of the following:

Billboard
Formats JPEG/GIF/PNG/HTML5
Creative size .. 970 x 250px
File size .... 100KB max

Leaderboard
Formats JPEG/GIF/PNG/HTML5
Creative size .. 728 x 90px
File size .... 50KB max

Half page
Formats JPEG/GIF/PNG/HTML5
Creative size .. 300 x 600px
File size .... 100KB max each

MPU
Formats JPEG/GIF/PNG/HTML5
Creative size .. 300 x 250px
File size .... 50KB max

Mobile leaderboard
Formats JPEG/GIF/PNG/HTML5
Creative size .. 320 x 50px
File size .... 35KB max

Billboard

Leaderboard

Half page

MPU

Video

Provided videos must be created to the following specifications:

Local hosted file size

Minimum resolution .... 640 x 360px

Maximum resolution .... 1920 x 1080px

Maximum file size .... 30MB on desktop and 10MB on mobile,
file will be compressed further while serving

Maximum video length .... 30 seconds, must be skippable within 10 secs

VAST redirects file size

Recommended file size .... 1.6MB per minute

Maximum file size 5MB

Minimum VAST version 3.0

Maximum video length .... 30 seconds, must be skippable within 10 secs

Technical specifications

Formats .... MPEG4/MP4, MOV, AVI, FLV, VAST redirect

Frames per second 30

Recommended Video bitrate .... 12-30 Mbps

Recommended Audio bitrate .... 92 kbps

Video codec H264

Audio codec .... AAC

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VAST hosted files must be skippable. We may
pause video campaign if the video ads are
non skippable. VPAID tags are not accepted

Instream/Outstream video

InRead video

Additional specifications

Specifications for additional formats such as HTML5 banners and third party tags:

HTML5 banners
Creative sizes .... 970 x 250px, 728 x 90px, 300 x 600px, 300 x 250px
File size (zip folder) .... 200KB max

- ■ Must be GAM (Google Ads Manager) compatible when built in GWD or other similar programs
- ■ Must contain a click-tag built into the zip file

Third party tags
Creative sizes .... 970 x 250px, 728 x 90px, 300 x 600px, 300 x 250px
File size (billboard/970 x 250px) .... Max initial load size 200KB, subsequent polite load 1MB
File size (all other sizes) .... Max initial load size 200KB, subsequent polite load 300KB

- ■ Sizmek click-tracking cannot be used in combination with HTML5 banners, however impression tracking can
- ■ Must be clearly labelled in conjunction with RFP or Publisher Collective IO

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HTML5 banners and third party tags must be https compliant
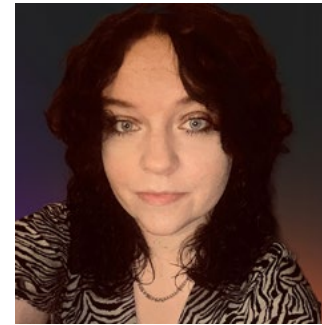
Contacts

If you have any questions please get in touch with our team:

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Service level agreement
Service_Level_Agreement_v6.0.pdf