

AFFORDABLEMALLORCA.COM

SPECIFICATIONS

GENERAL GUIDELINES

- All lead time for standard creative is 5 business days.
- All Flash files must contain a blank ClickTag command and linking URLs should be listed separately.
- Units must launch a new browser window when clicked.
- All rich media ads must have an alternative GIF/JPEG version of creative.
- No PSA ads are allowed.
- Affordable Mallorca reserves the right to terminate any campaign according to our discretion.
- No geotargeting
- Please provide a standard image file as backup for times with the user's browser does not support creative functionality like HTML5.
- All 3rd party tags should be submitted containing all necessary pre-inserted macros.

DESKTOP & TABLET

- 300x600, 728x90, 300x250
- Formats: GIF, Image, HTML5
- 40k max GIF/JPEG: Up to 3 loops with 15 seconds max animation (loops combined)
- Standard Banner should be built with responsive capabilities
- 125x125 stagnant image logo only

MOBILE

- 300x250, 320x50 (Dynamic of 728x90)
- Your ad is shared across all platforms in our responsive site. Rich media units need to support HTML5 or a backup GIF
- 15k max file size GIF/JPEG
- Host max animation seconds 10-15 seconds max, GIF animation or HTML5 – no flash

RICH MEDIA

- 300x600, 728x90, 300x250
- In Banner Video Ads must be user initiated
- 40k max initial load / 100k subsequent polite load / 2.2MB max for file loaded video
- Max video length: 15 seconds
- Video cannot loop more than one time and cannot exceed 15 seconds total animation

Please send all materials or contact us
advertise@affordablemallorca.com

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