



Spezifikationen InGame Display

InGame Display

- **Sizes:**

- 300x250, 300x600, 320x50, 320x100, 320x320, 160x600, 480x320/320x480, 728x90, 960x250, 1920x1080, 1024x768/728x1024

- **File Type:**

- PNG, JPEG
- Third party tags creative are not accepted

- **Max. File Size:**

- 200KB

- **Pixel Count:**

- 4 194 304 max. for mobile / 16 777 216 for desktop

- **3rd party Tracking pixels:**

- Image tag type only
- Javascript is not accepted

InGame Display – Creative Guidelines

Creatives should contain

- Be in correct format and sizes
- Include large, easy to read text
- Include contrasting colours

Creatives should NOT contain:

- Includes too much information
- Uses colours that are difficult to distinguish
- Include a CTA button