



ONLINE ADVERTISING SPECIFICATIONS

(Update: Mar 2025)

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IMPORTANT:

- This is a supplementary document to media kits for individual brands which shows examples of the AD formats.
- Please ensure that all the specifications are met and sent over **a minimum of 5 business days prior campaign Launch**. Ads that do not meet all our specifications will be rejected and this could affect the launch date of the campaign. Any postpone campaign caused by materials delay is not compensated.
- Haymarket reserves the right to reject, modify or remove any advertisement in its sole discretion.
- If you have any further questions regarding how to set your campaign live, please contact your sales representative.

Website Ad Standard Format (Web and Mobile)

Ad type	Dimension (width x height)	Maximum Size	Animation	Serving format options
Billboard Top Leaderboard Middle Leaderboard Bottom Leaderboard	Web: 970x250 Mobile: 300x50/320x100	Web: 250KB Mobile: 150KB	Animation is accepted but limited to 30 seconds. Shorter animations are allowed but it will have to stop after 30 seconds.	1. Image (JPG/GIF) with Landing URL 2. Third Party Tag (1x1 Impression tags not supported) 3. Campaign Manager Tag (must include iframe/javascript tag) 4. HTML 5
Leaderboard Top Leaderboard Middle Leaderboard Bottom Leaderboard Middle Leaderboard Bottom Leaderboard	Web: 728x90 Mobile: 300x50/320x100 Mobile: 300x250			
MPU 1st MPU 2nd MPU	Web + Mobile: 300x250			
Half Page MPU 2nd MPU	Web + Mobile: 300x600			

*Support geo-targeting

*All standard creatives must be submitted **five (5) business days** prior to launch date to allow testing and approval.



E-Newsletter Ad Standard Format (Web and Mobile)

Ad type	Dimension (width x height)	Maximum Size	Animation	Serving format
Top Leaderboard	Web + Mobile 620x75	200KB	Only static images are accepted	Image (JPG) with Landing URL
Bottom Leaderboard	Web + Mobile 620x75			
First MPU	Web + Mobile 300x250			
Second MPU	Web + Mobile 300x250			

*Does not support geo-targeting

*All standard creatives must be submitted **five (5) business days** prior to launch date to allow testing and approval.



Rich Media Options

Prestitials (Web & Mobile)

Dimensions (Width x Height)	Web: 640x480 Mobile: 300x250
Serving Format Options	Image (JPG/GIF) with Landing URL
Max File Size	250KB
Maximum Duration	20 Seconds
Geo - targeting	Support
Creatives Deadline	Creatives must be submitted five (5) business days prior to launch date to allow testing and approval.



Native Ad (E-Newsletter)

Required Materials

1. Header text [Maximum 15 words]
2. Advertiser Name

*Does not support geo-targeting

*All standard creatives must be submitted **five (5) business days** prior to launch date to allow testing and approval.



