

# POLITICO 2018 Digital Specifications

		Standard Display					Video		
		Leaderboard	Medium Rectangle	Half Page	Super Leaderboard	Billboard	Smartphone Wide Banner	Pre-Roll	In-Read
	Dimensions (pixels)(w×h)	728×90	300×250	300×600	970×90	970×250	320×50	4:3 or 16:9 aspect ratio	16:9 aspect ratio
	Mandatory for Sponsorship	Yes	Yes	Optional	Optional	N/A	Yes	N/A	N/A
	File Types	gif jpg HTML5						mp4, mov	mp4
	Image DPI	72 pixels/in							
	Max Animation	15 sec							
	Max Loops	3							
	Desktop/ Tablet Max File Weight	150 KB	150 KB	200 KB	200 KB	250 KB	50 KB	50 MB	10 MB
Rich media executions must be 3rd party served Includes: Expanding & In-Banner Video	Audio	User Initiated Click/Tap	User Initiated Click/Tap	User Initiated Click/Tap	User Initiated Click/Tap	User Initiated Click/Tap	N/A		
	Max Expanded Size	728×360	610×250	610×600	970×360	N/A	N/A		
	Expansion	Pushdown	Expand Left	Expand Left	Pushdown	N/A	N/A		
	Initial Load	150 KB	150 KB	200 KB	200 KB	250 KB	50 KB	50 MB	10 MB
	Subload	300 KB	300 KB	400 KB	400 KB	500 KB	N/A		
	User Initiated Load	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	N/A		
	Max Video Length	2 minutes	2 minutes	2 minutes	2 minutes	2 minutes	N/A	30 sec	30 sec
Animation/ Video	min 24 fps	min 24 fps	min 24 fps	min 24 fps	min 24 fps	N/A			
Notes							Can accept VAST & VPAID tags	Can accept VAST & VPAID tags	

- All 3rd party tags must be **SSL compliant**
- **Flash Accepted:** No
- **Third Party Accepted:** Yes
- Rich media executions must be 3rd party served
- **Site-served HTML5 files must adhere to the following requirements**
  - Must use the size meta tag to indicate the intended size for creative
  - Must have fixed dimensions (cannot be fluid)
  - minWidth & minHeight properties of the creativeProperties parameter must be non-zero
  - Click tags define click-through URLs for each exit on HTML5 creative
  - Creative must use the click tag variable as the click destination
  - [https://support.google.com/dfp\\_premium/answer/7046799?hl=en](https://support.google.com/dfp_premium/answer/7046799?hl=en)
- All creative must include **legible advertiser attribution** in the form of a logo or "paid for by" language
- Publisher has the right to reject any ad on the basis of specifications or content
- **Submission Deadline:** three business days prior to launch