

DIGITAL AD SPECIFICATIONS 2025

WEBSITE CREATIVES

FILE TYPES: JPG/GIF/PNG/HTML5

FORMAT & FILE SIZE

LEADERBOARD DESKTOP

1272x180 px, max 250

LEADERBOARD MOBILE

300x250 px, max 100 KB

SKYSCRAPER DESKTOP

300x600 px, max 250 KB

SKYSCRAPER MOBILE

300x250 px, max 100 KB

MPU DESKTOP / MOBILE

300x250 px, max 250 KB

BILLBOARD 180 DESKTOP

1272x180 px, max 250 KB

BILLBOARD 180 MOBILE

300x250 px, max 100 KB

BILLBOARD 300 DESKTOP

1272x300 px, max 250 KB

BILLBOARD 300 MOBILE

300x250 px, max 100 KB

PARALLAX DESKTOP

1920x1080 px, max 350 KB

PARALLAX MOBILE

375x667 px, max 100 KB

Note: The banner is responsive but key elements like text and logo must be placed within the central area, see templates for [desktop](#) and [mobile](#).

Desktop: margins min 150 px at the top, 100 px at the bottom, 200 px left/right.

Mobile: margins min 120 px at the top, 60 px at the bottom, 50 px left/right.

NETBOARD DESKTOP

620x400 px, max 250 KB

NETBOARD MOBILE

375x400 px, max 150 KB

MAGSTRIPE – Front page only

Static image: PNG, JPG or GIF

1272x60 px or 1272x120 px,
max 200KB

MAGSTRIPE DESKTOP

MAGSTRIPE MOBILE

414x52 px, max 100 KB

BUTTERFLY – See next pages for specs

WALLPAPER – See next pages for specs

NEWSLETTER CREATIVES

FILE TYPES: JPEG/GIF/PNG

FORMAT & FILE SIZE

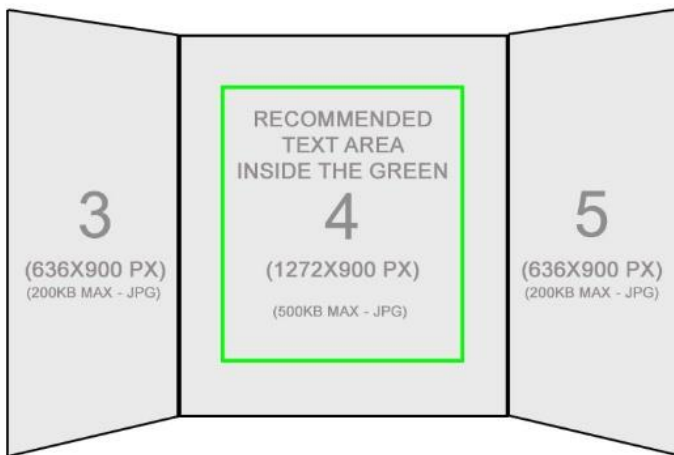
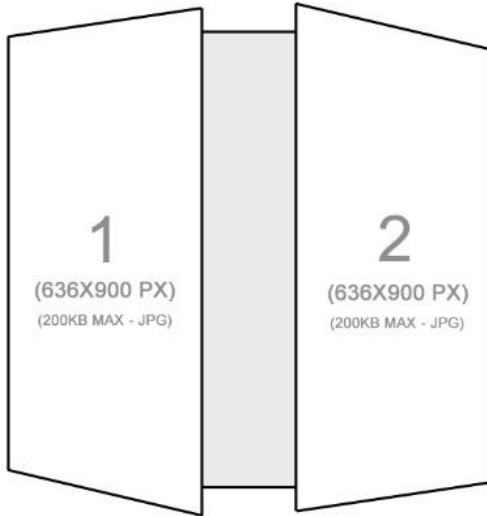
NEWSLETTER LEADERBOARD

600x200 px, max 250 KB

NEWSLETTER RECTANGLE

600x500 px, max 250 KB

BUTTERFLY – Desktop only
Static image: PNG, JPG, GIF



Front: 636x900 px (200 KB max) – 636x900 px (200 KB max)

Inside: 636x900 px (200 KB max) – 1272x900 px (500 KB max) – 636x900 px (200 KB max)

WALLPAPER – Desktop only
Optimal visibility on big screens.

PNG file 1920x1080 px, max 500 KB.

