

Technical specifications



Billboard

General	
Dimensions	1200x300, 1200x250
Format	HTML, JPG, PNG, GIF
Maximum file size	300 kB

HTML Creative	
Consists of	HTML
Security protocol for external source links	HTTPS
FPS	18-24
Body tag style	overflow:hidden; margin:0; padding: 0;
Meta tag in HTML head	name="ad.size" content="width=1200,height=300"
Loop	Allowed
Video	Yes
Audio	Allowed on user click
Fullscreen	No
Border	Allowed

HTML – ClickTAG	
Placement	Clickable area on the banner
Example of clickTag inserted in an HTML document	<pre><head> <meta name="ad.size" content="width=1200,height=300"> <script type="text/javascript"> var clickTag = 'https://digitalmatter.ai'; </script> </head> <body style="overflow:hidden;margin:0;padding:0;"> </body></pre>