

LREC (Large Rectangle)

Deliverables

Ad formats	Materials
LREC	HTML5 + Backup Image /
	Image



Materials	File Type	Dimensions	Max File Size
HTML5	HTML	300x250	200KB
Image	GIF, JPG or PNG	300x250	40KB
Backup Image	GIF, JPG or PNG	300x250	40KB

Specifications

Audio	No Audio is permitted
3rd party Ad serving	Allowed except in wallpaper Ad format
Submission Deadline	All ads must be submitted at least 3 working days prior to campaign launch. 1 additional working day is required for 3 rd party Ad serving tag
Other Notes	No additional progressive downloads allowed

Video LREC

Deliverables

Ad formats	Materials
Video LREC	HTML5 + Video + Backup Image

Materials	File Type	Dimensions	Max File Size
HTML5	HTML	300x250	200KB
Backup Image	GIF, JPG or PNG	300x250	40KB

Specifications

Audio	<p>Normal Peak: 5 (-16dBFS)</p> <p>Full Range: 2-6 (-28 - -12dBFS)</p> <p>If audio is out of the above audio range, it would be rejected.</p> <hr/> <p>Audio must be muted by default and must be user initiated.</p> <hr/> <p>A button for audio on/off is required.</p> <ul style="list-style-type: none">- While user mouse over the Video LREC, audio is ON- While user mouse out the Video LREC, audio is OFF
3rd party Ad serving	Allowed
Submission Deadline	<p>All ads must be submitted at least 5 working days prior to campaign launch.</p> <hr/> <p>1 additional working day is required for 3rd party Ad serving tag</p>
Maximum Duration	30 seconds

HTML5 Specification (Standard)

Please refer to the [HTML5 General Specification](#) for more details

Policies and Remarks

Ad Policies	All creative is subject to approval by myTV SUPER
Backup Image	Required for instances when the user's browser does not support creative functionality
3rd Party Impression Tag	myTV SUPER permits third-party impression tracking. Please provide it when the creative submit.