

# Wallpaper

## Deliverables

| Ad formats | Material set |
|------------|--------------|
| Wallpaper  | LREC + Image |

| Materials | File Type   | Dimensions | Max File Size |
|-----------|---|------------|---------------|
| LREC      | Please refer to the <a href="#">LREC Specification</a> for more details |            |               |
| Image*    | JPG   | 1400x795   | 200KB         |

\*The Image should be in 72 dpi.

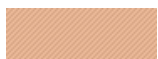
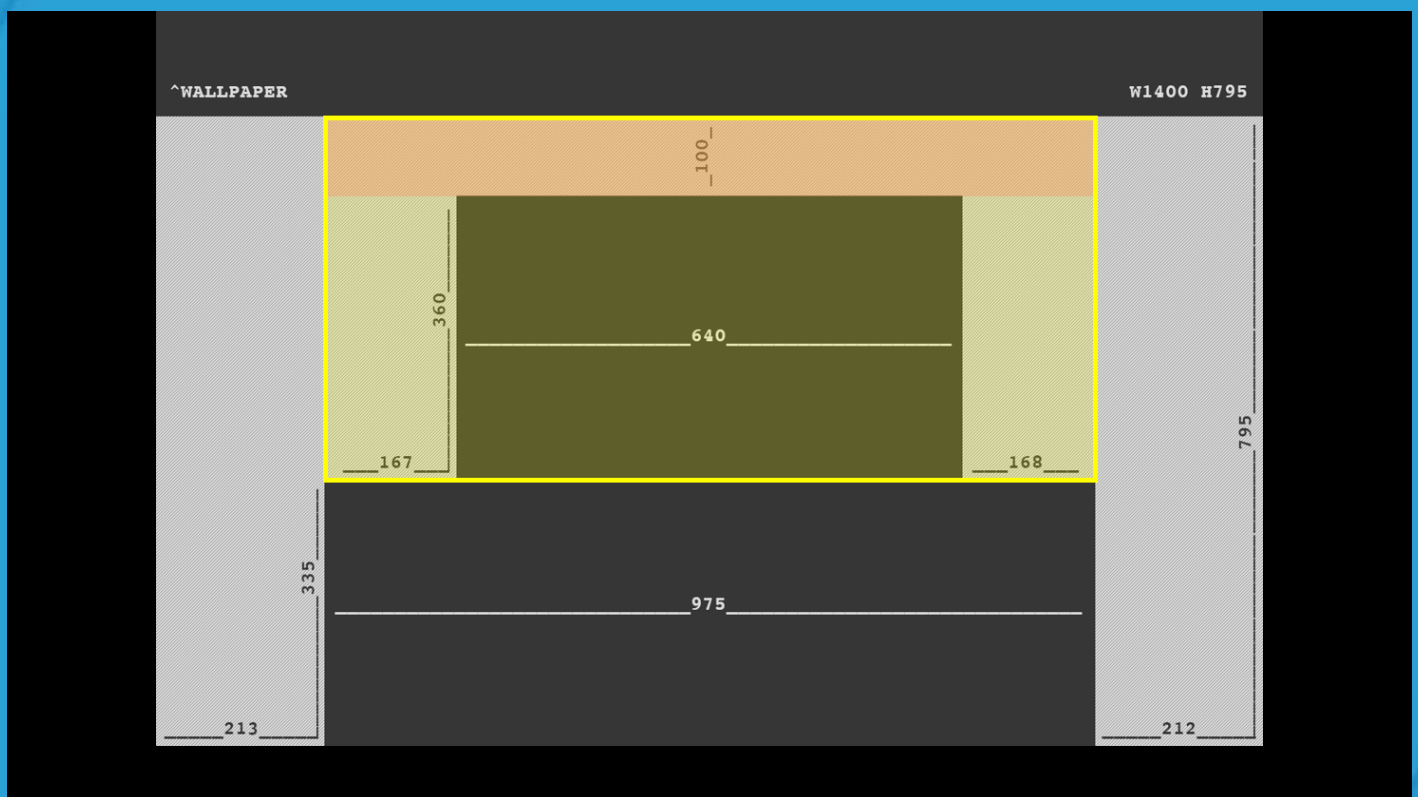
## Specifications

|                                  |   |
|----------------------------------|---|
| Audio                            | No Audio is permitted   |
| 3 <sup>rd</sup> party Ad serving | NOT Allowed   |
| Submission Deadline              | All ads must be submitted at least 5 working days prior to campaign launch.           |
| Core Advertisement Area          | 975x460   |
| Hyperlink Area                   | 975x100   |
| Other Notes                      | No additional progressive downloads allowed   |
|                                  | The full creative content width, 1400 pixel may not display in smaller browser window |

The visual result could be better for users with 1440Wx900H displays or higher browser window

The major advertisement message should be positioned on the top of Core Advertisement Area, i.e. the Hyperlink Area

## Layout of Dimension



Click Area – 975 (W) x 100 (H)



Core advertisement area – 975 (W) x 460 (H)



Player and Description – 640 (W) x 360 (H) + 975 (W) x 335 (H)

[Download Photoshop PSD file](#)



## Policies and Remarks

|                                      |   |
|--------------------------------------|---|
| Ad Policies                          | All creative is subject to approval by MYTV SUPER LIMITED   |
| 3 <sup>rd</sup> Party Impression Tag | MYTV SUPER LIMITED permits third-party impression tracking. Please provide it when the creative submit. |