

PROGRAMMATIC DISPLAY

In order to achieve a strong performance, we recommend running the below creative sizes. If your campaign requires a custom size, we should be able to create this on request as our platform accepts all IAB standard sizes. We recommend applying at least 4 or 5 of the below creatives to every campaign for optimal results.

FORMAT	LARGE	STANDARD	MOBILE
Skyscraper 120x600		✓	✓
Widesky 160x600		✓	✓
MPU 300x250		✓	✓
Leaderboard 728x90		✓	✓
Billboard 970x250	✓		
Half Page 300x600	✓		
Mobile 320x50			✓

Creative Types

While HTML5 tags are our preferred format, alternatively we can host the creative on our side. If we are required to host we will need an image supplied in any of the mentioned creative sizes on the left, alongside a designated landing page.

The maximum file size for creatives we can accept on the AdSure platform is 40kbs, however this does not apply to HTML5 tags.

Conversion Pixels

For direct response campaigns, we can supply your brand with a conversion pixel to be placed on your site. This will allow us to gain more visibility on when the ad has incited an action from the user, and simultaneously help us execute smarter optimizations.