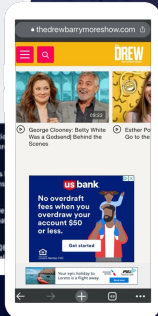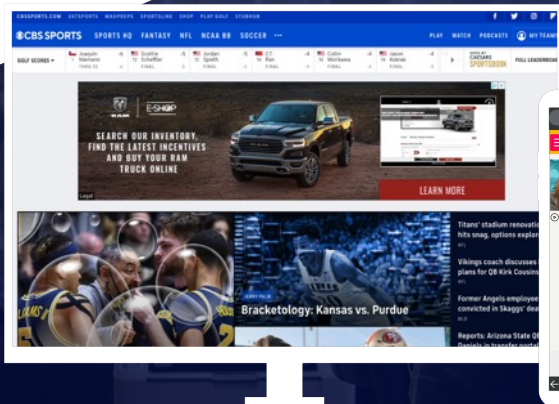# PARAMOUNT STANDARD DISPLAY AD SPECIFICATIONS

Platform	Ad Unit Name	Dimensions (WxH in pixels)	Max File Weight			Animation	3rd Party	Image Rotation
			Image File	HTML 5				
				Initial	Polite			
Desktop	Superleader	970x66px	50KB	200KB	2MB	30 SEC MAX	YES	6 MAX PER CAMPAIGN
Desktop	Leaderboard	728x90px	50KB	200KB	2MB	30 SEC MAX	YES	6 MAX PER CAMPAIGN
Desktop	Billboard	970x250px	50KB	200KB	2MB	30 SEC MAX	YES	6 MAX PER CAMPAIGN
Desktop	Medium Rectangle	300x250px	50KB	200KB	2MB	30 SEC MAX	YES	6 MAX PER CAMPAIGN
Desktop	Skyscraper	160x600px	50KB	200KB	2MB	30 SEC MAX	YES	6 MAX PER CAMPAIGN
Desktop	Half-Page	300x600px	50KB	200KB	2MB	30 SEC MAX	YES	6 MAX PER CAMPAIGN
Mobile	Mobile Banner	320x50px	15KB	200KB	N/A	30 SEC MAX	YES	6 MAX PER CAMPAIGN
Mobile		300x50px	15KB	200KB	N/A	30 SEC MAX	YES	6 MAX PER CAMPAIGN
Mobile	Medium Rectangle	300x250px	50KB	200KB	N/A	30 SEC MAX	YES	6 MAX PER CAMPAIGN
Tablet	Tablet (Portrait)	768x90px	50KB	200KB	2MB	30 SEC MAX	YES	6 MAX PER CAMPAIGN
Tablet	Tablet (Landscape)	1024x90px	50KB	200KB	2MB	30 SEC MAX	YES	6 MAX PER CAMPAIGN
Desktop & Mobile	Promo Unit	120x60px	15KB	N/A		30 SEC MAX	YES	6 MAX PER CAMPAIGN
Desktop & Mobile	Promo Unit	200x31px	15KB	N/A		30 SEC MAX	YES	6 MAX PER CAMPAIGN

Accepted File Types/Formats:
Site-Served - JPG, PNG, GIF, HTML 5
Third-Party - Javascript, iframe, Internal Redirect

All creatives must function uniformly on both Windows and Mac OS X operating systems as well as the following browsers: Google Chrome, Firefox, Microsoft Edge and Safari for Mac OS X.

If the rich media creatives will not display properly in a browser, a default GIF/JPG must be shown.

Submission Deadlines:
• Image File - 2 business days prior to launch date
• HTML 5 Standard Animation - 3 business days prior to launch date
• HTML 5 Rich Media - 5 business days prior to launch date

Note: If the submitted creative does not conform to the specifications, it will not be placed online and may result in a delayed launch date.