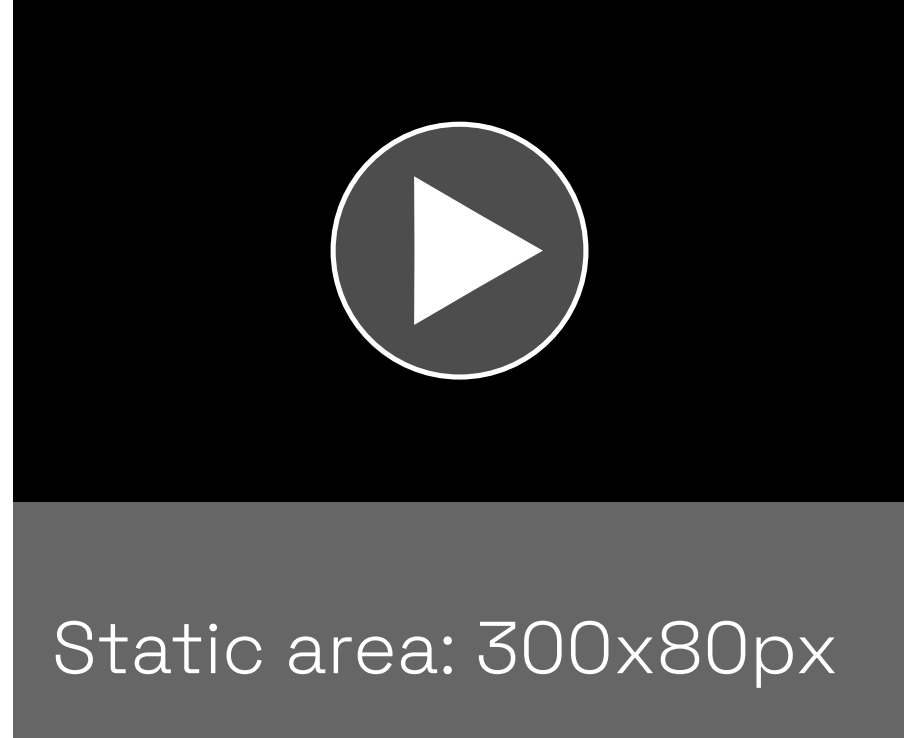
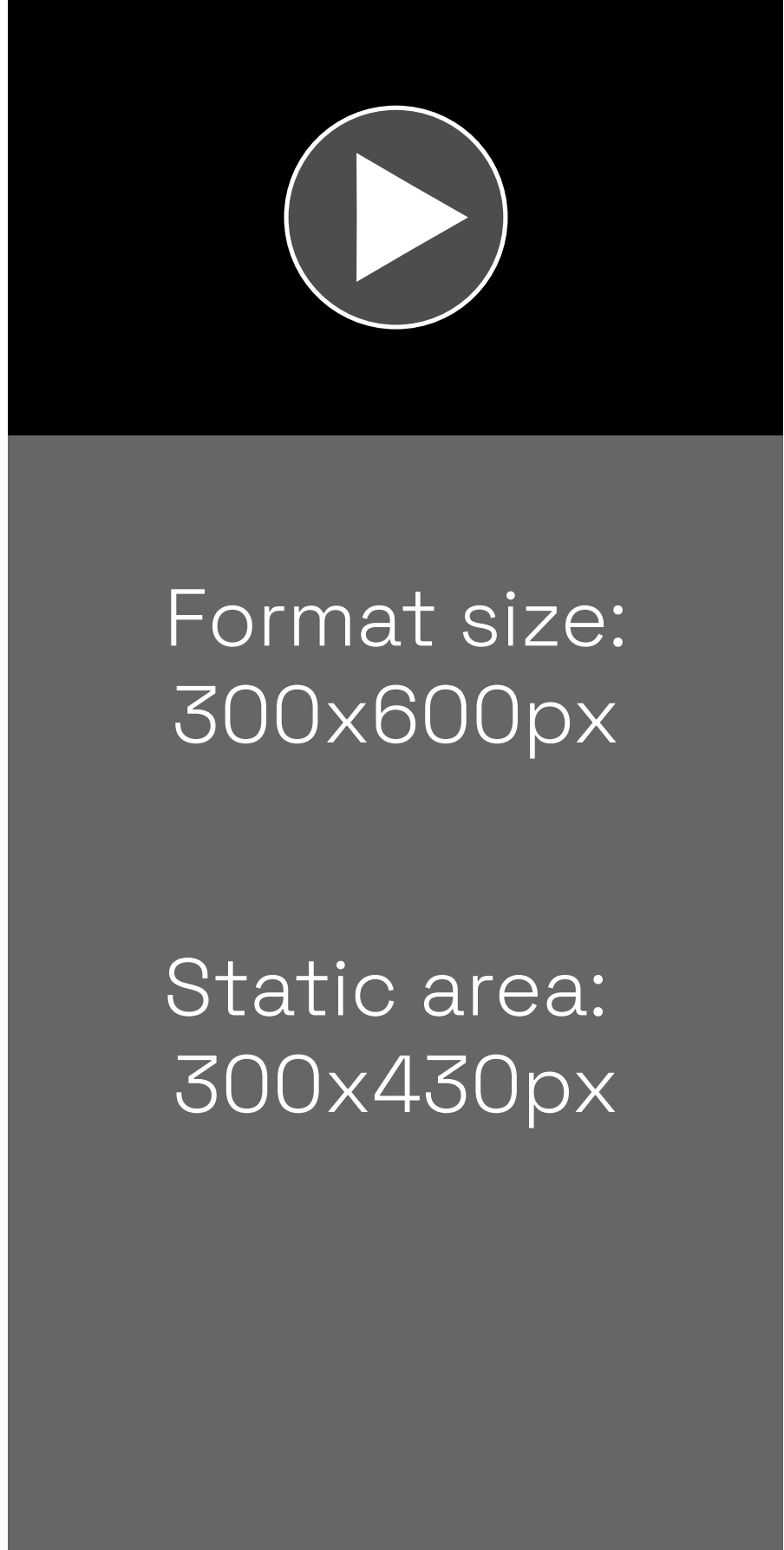
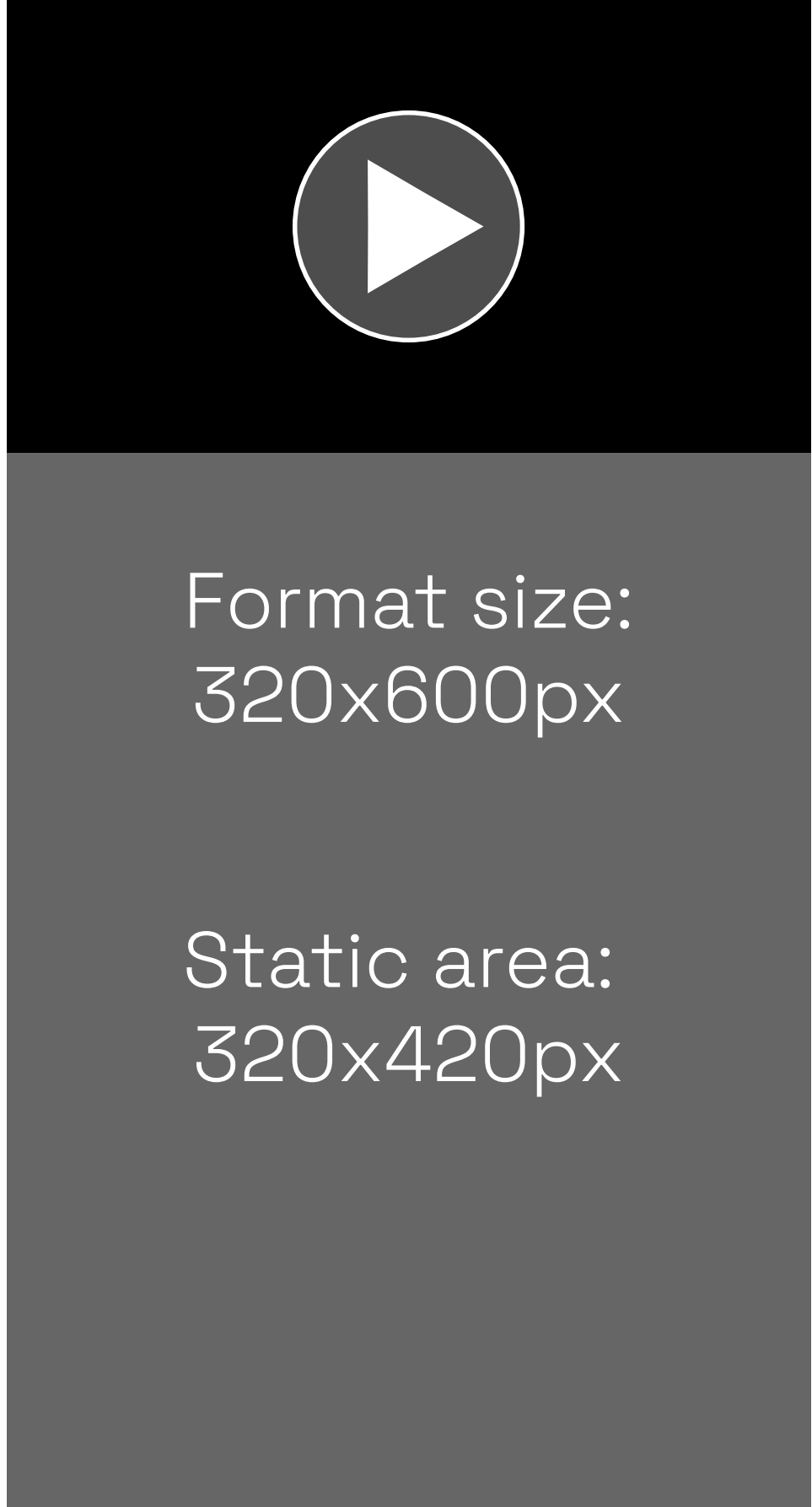
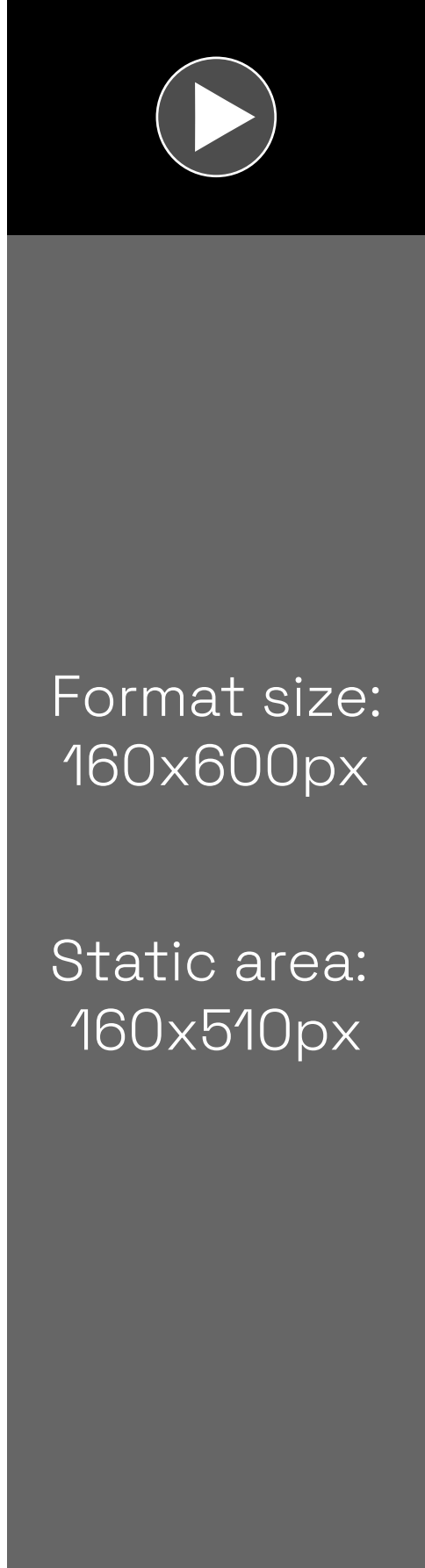





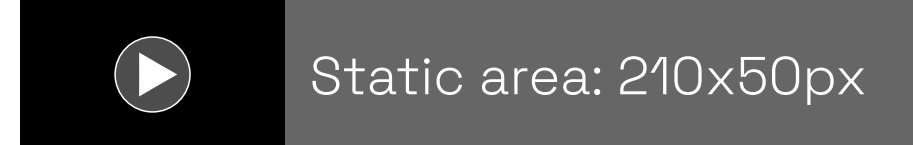
16:9 Video Ratio Hybrid Format Guide

<p>MREC Format size: 300x250px Static area: 300x80px</p> 	<p>Half Page Format size: 300x600px Static area: 300x430px</p> 	<p>Wide Half Page Format size: 320x600px Static area: 320x420px</p> 	<p>Skycraper Format size: 160x600px Static area: 160x510px</p> 
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Mobile Leaderboard A
Format size: 320x50px
Static area: 230x50px



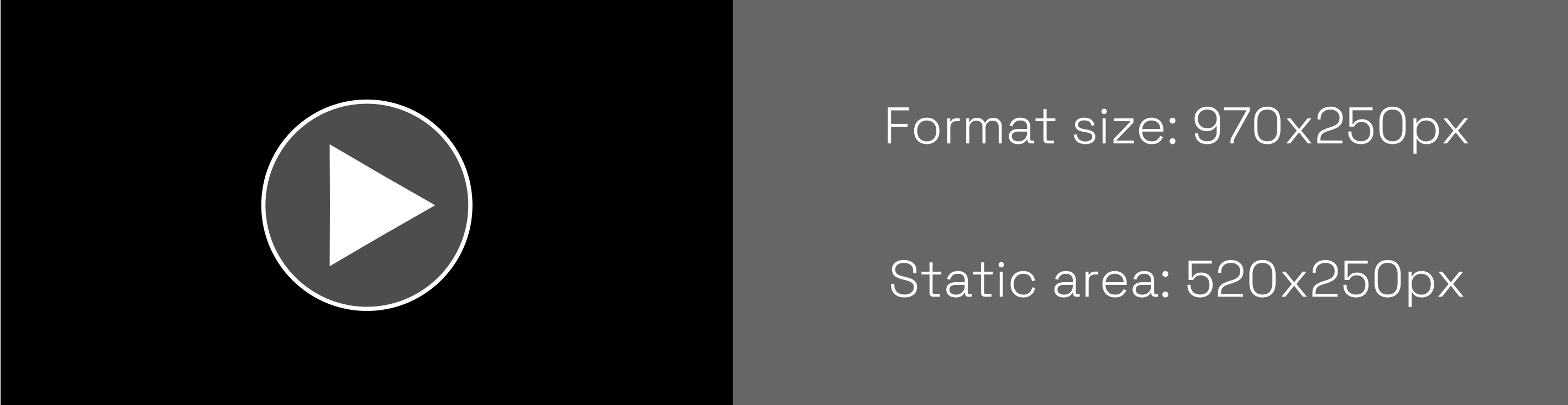
Mobile Leaderboard B
Format size: 300x50px
Static area: 210x50px



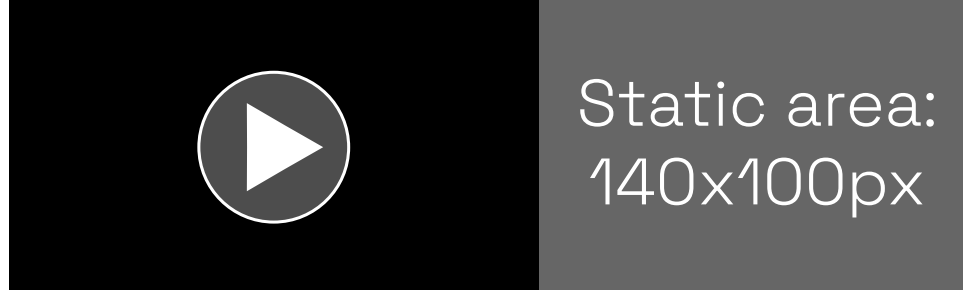
Leaderboard
Format size: 728x90px
Static area: 568x90px



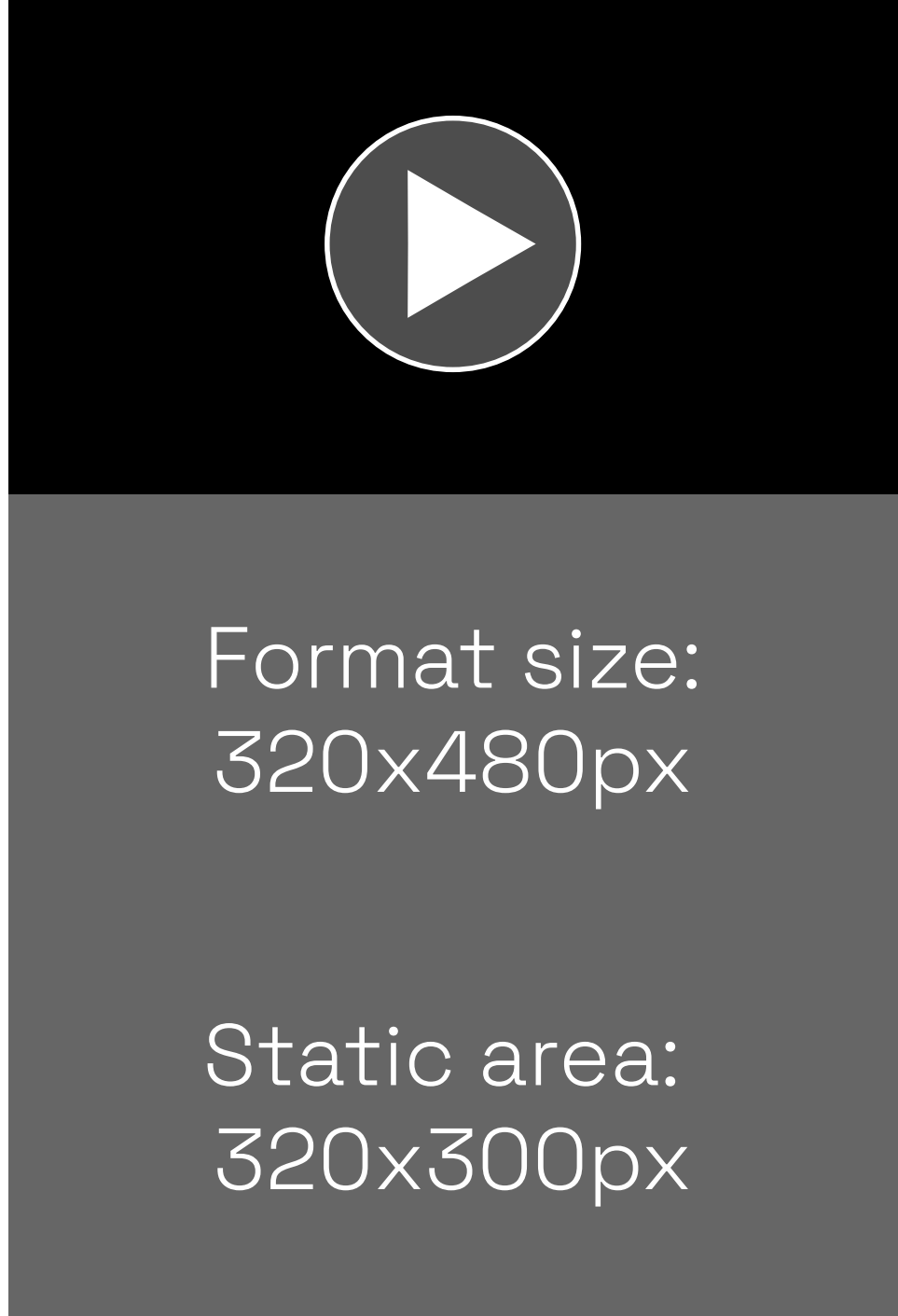
Billboard
Format size: 970x250px
Static area: 520x250px



Other
Format size: 320x100px
Static area: 140x100px



Other
Format size: 320x480px
Static area: 320x300px



Other
Format size: 240x427px
Static area: 240x292px



Guide based on a 16:9 ratio video

Video - .MP4 with no maximum resolution. Please send all available formats (1:1, 4:5, 9:16, 16:9).
Pre Build Static surface - FINAL **300DPI** Static to SeenThis spec png/jpg

OR

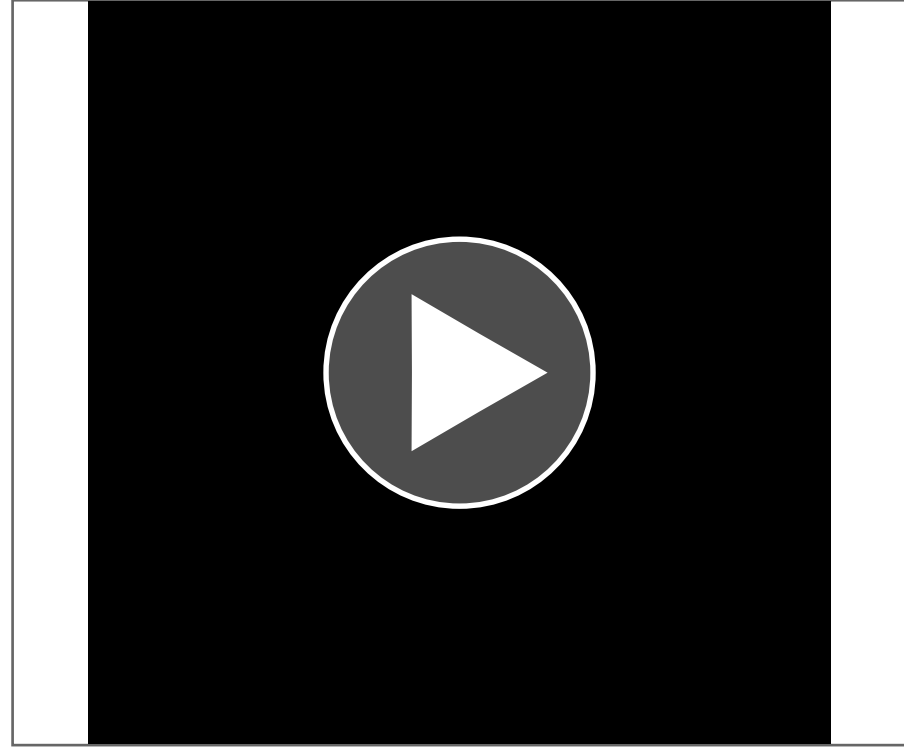
SeenThis to Build below:

- Static surface - **300DPI** PSD/indesign/illustrator layered working files
- Logo/Buttons - .EPS, .SVG, .PNG
- Font - .OTT, .TTF, .woff2
- Graphic Guidelines - Your brand guidelines and colours (incl. colour codes)
- Copy - Max 40 characters per message
- CTA - Max 20 characters per CTA
- Disclaimer - Max 60 characters
- Length - 15s recommended, 30s maximum.
- Layout Template - Instructions of where and when to place graphics, preferably with a reference image or video. (Minor HTML5 animations such as copy transitions and hover effects are possible).

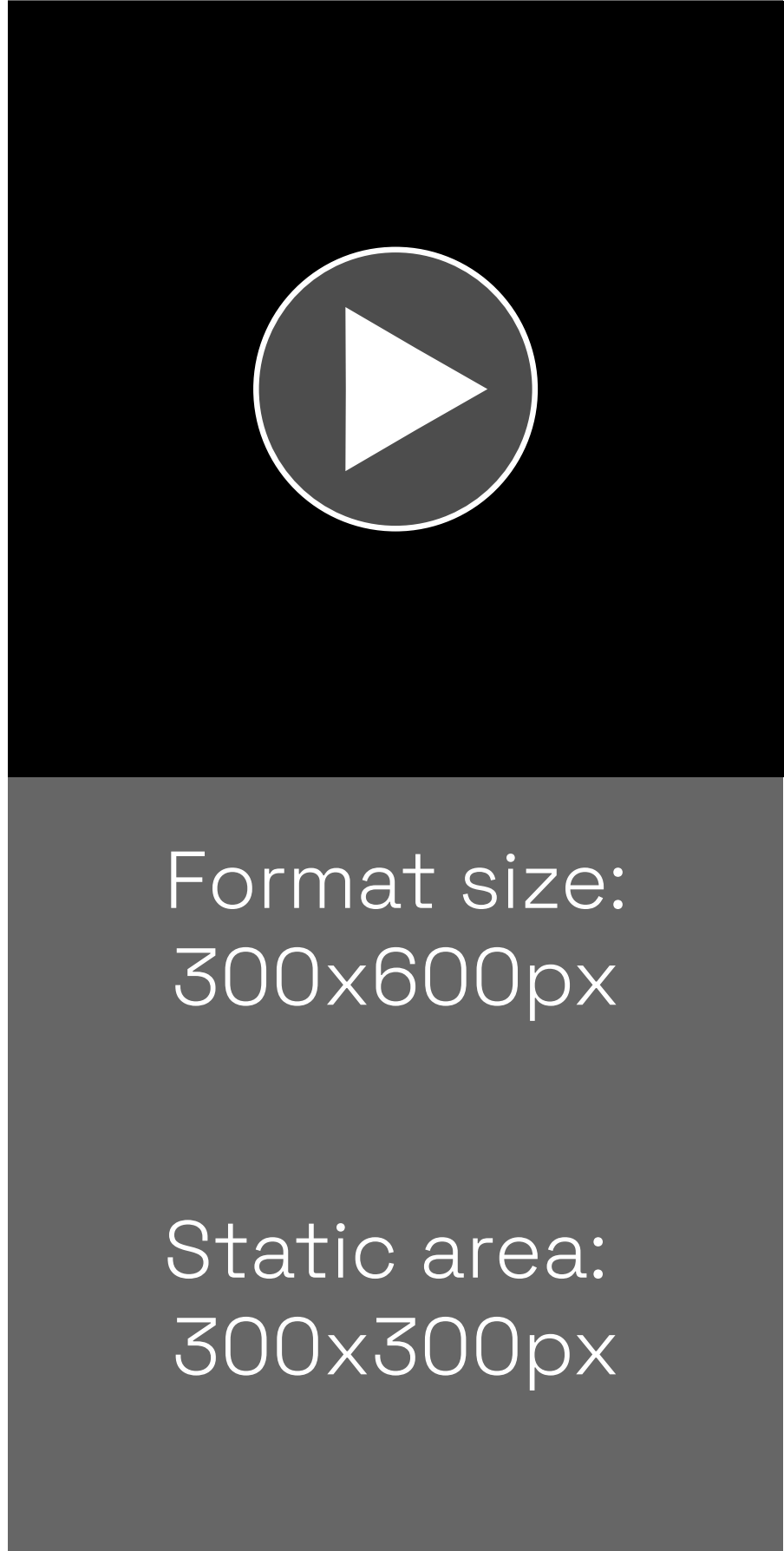


1:1 Video Ratio Hybrid Format Guide

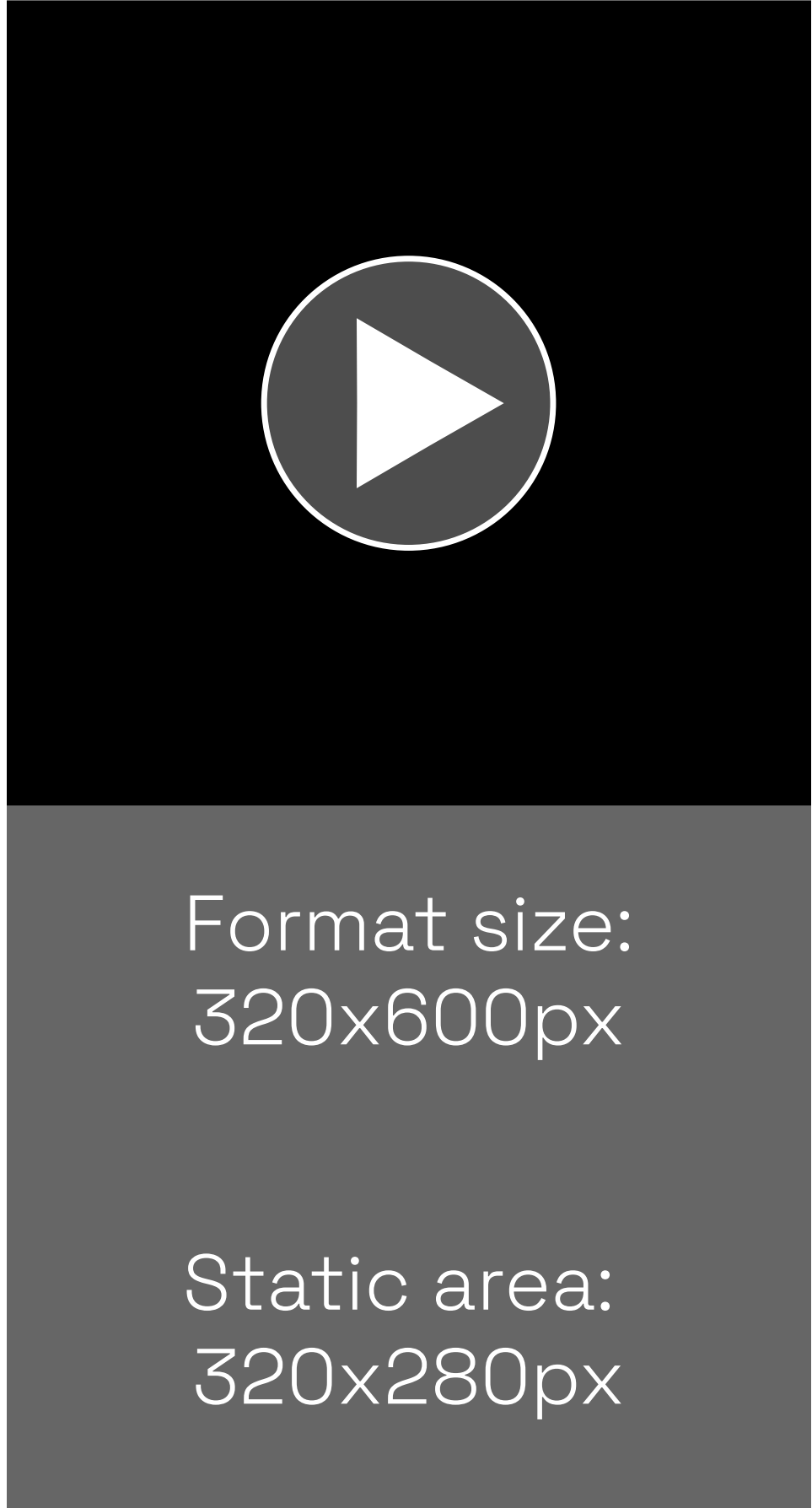
MREC
Format size: 300x250px



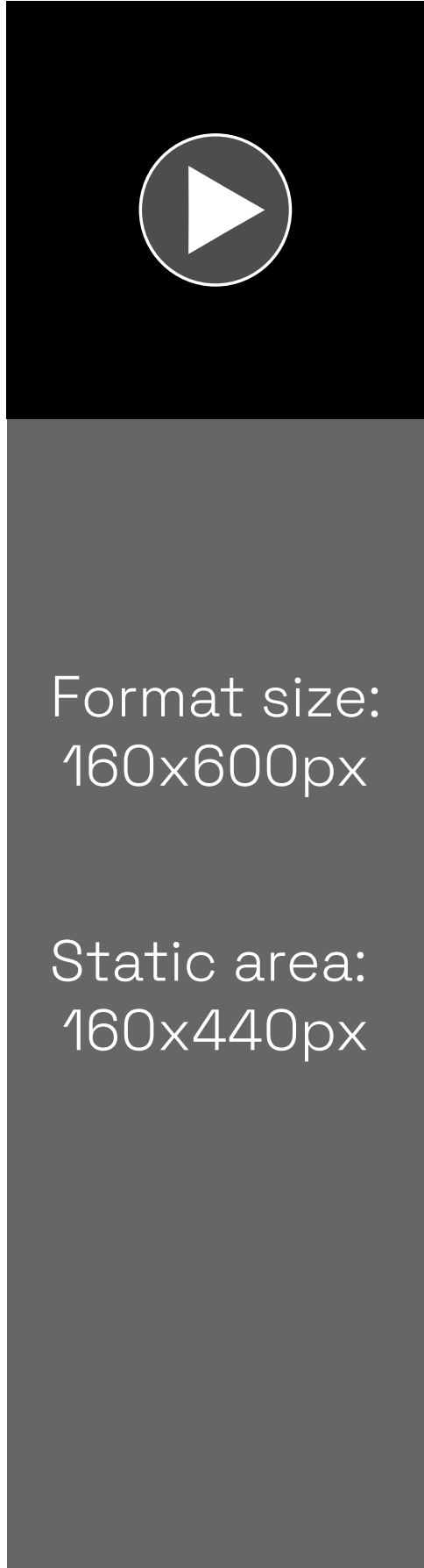
Half Page
Format size: 300x600px
Static area: 300x300px



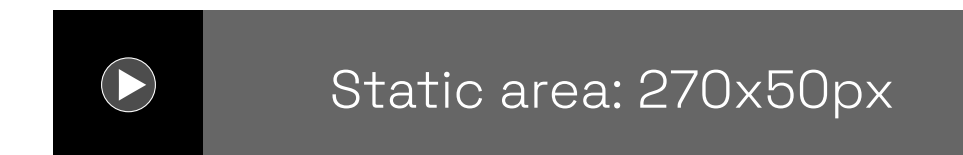
Wide Half Page
Format size: 320x600px
Static area: 320x280px



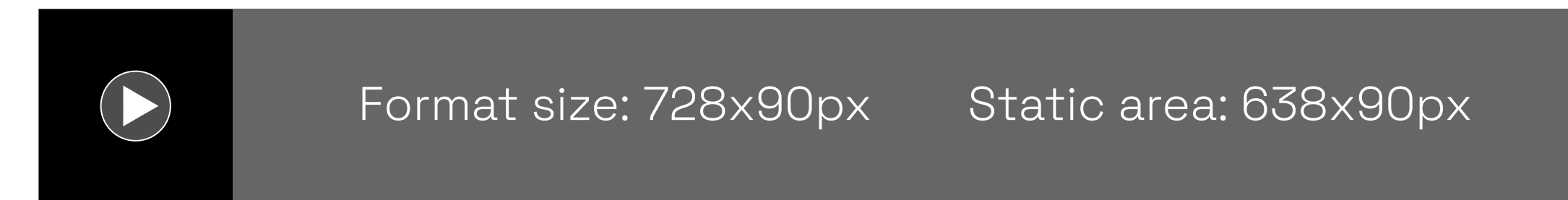
Skycraper
Format size: 160x600px
Static area: 160x440px



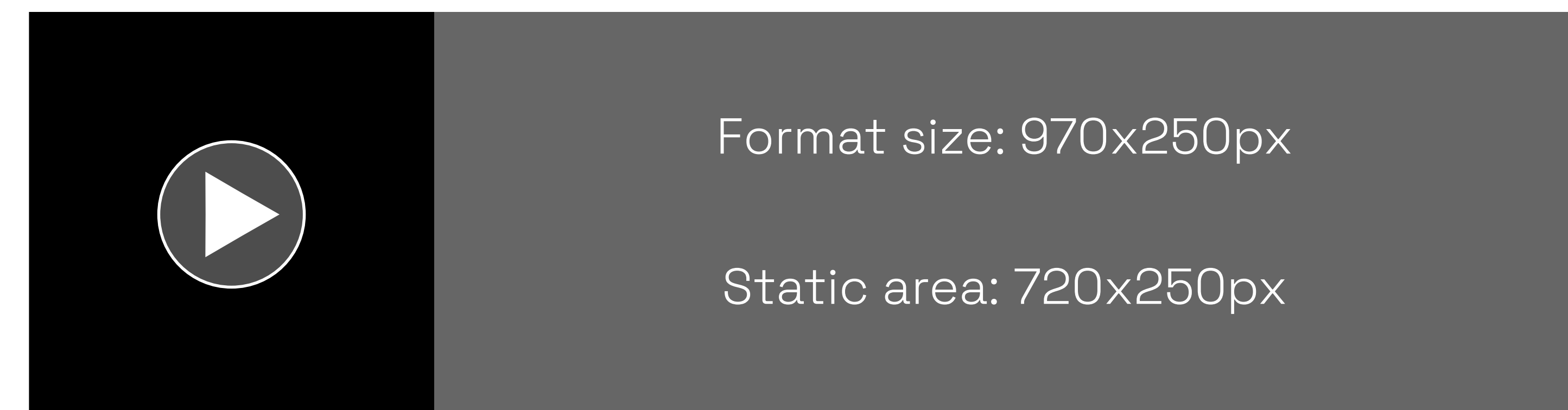
Mobile Leaderboard A
Format size: 320x50px
Static area: 270x50px



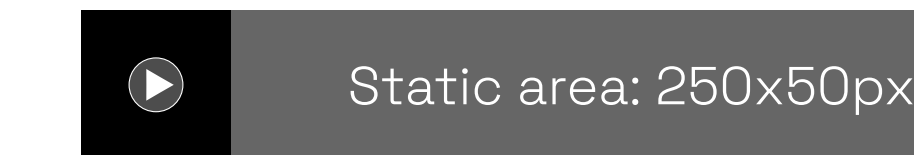
Leaderboard
Format size: 728x90px
Static area: 638x90px



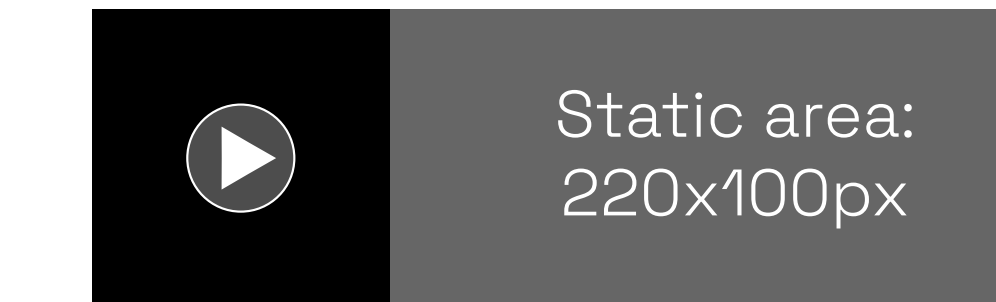
Billboard
Format size: 970x250px
Static area: 720x250px



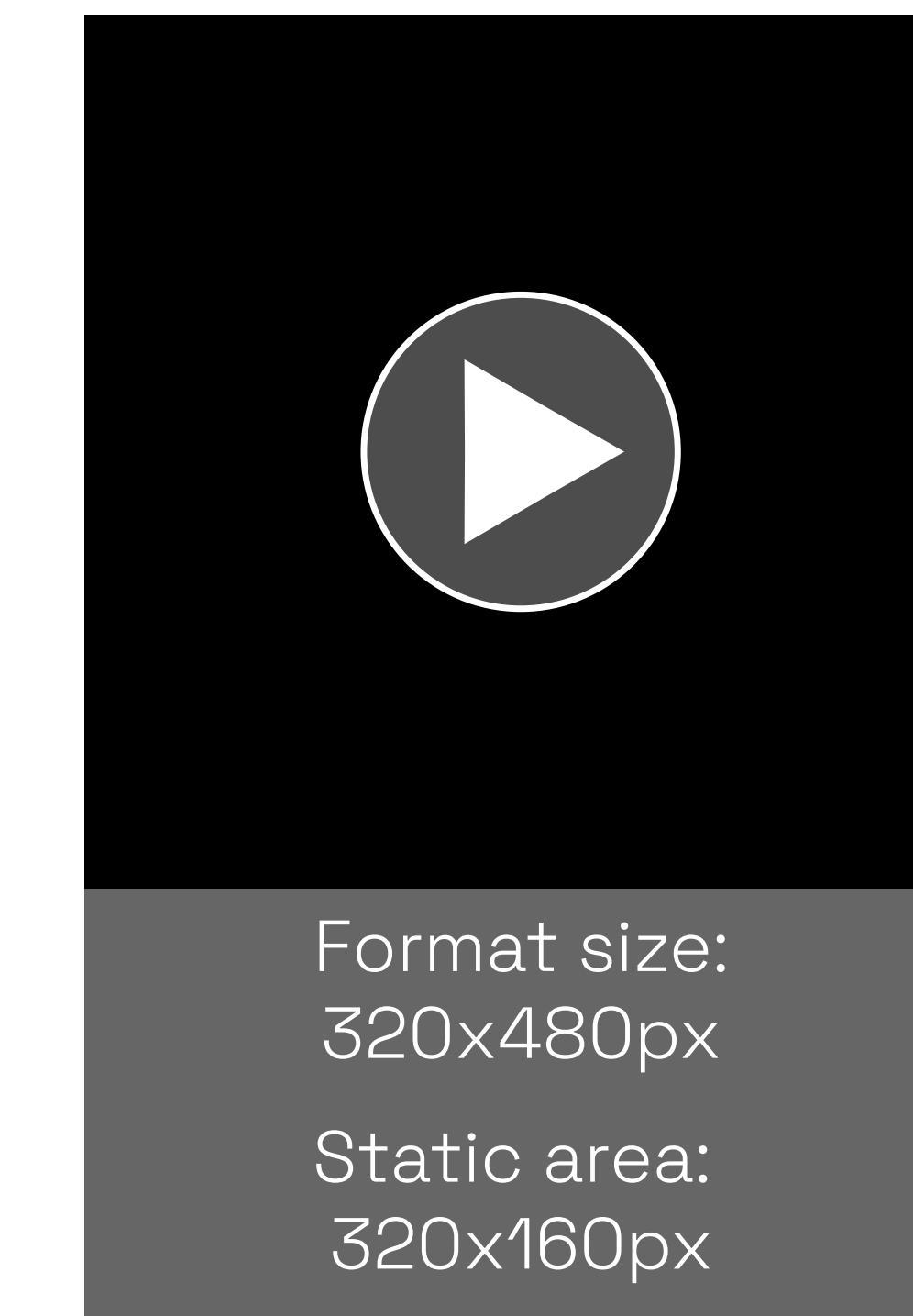
Mobile Leaderboard B
Format size: 300x50px
Static area: 250x50px



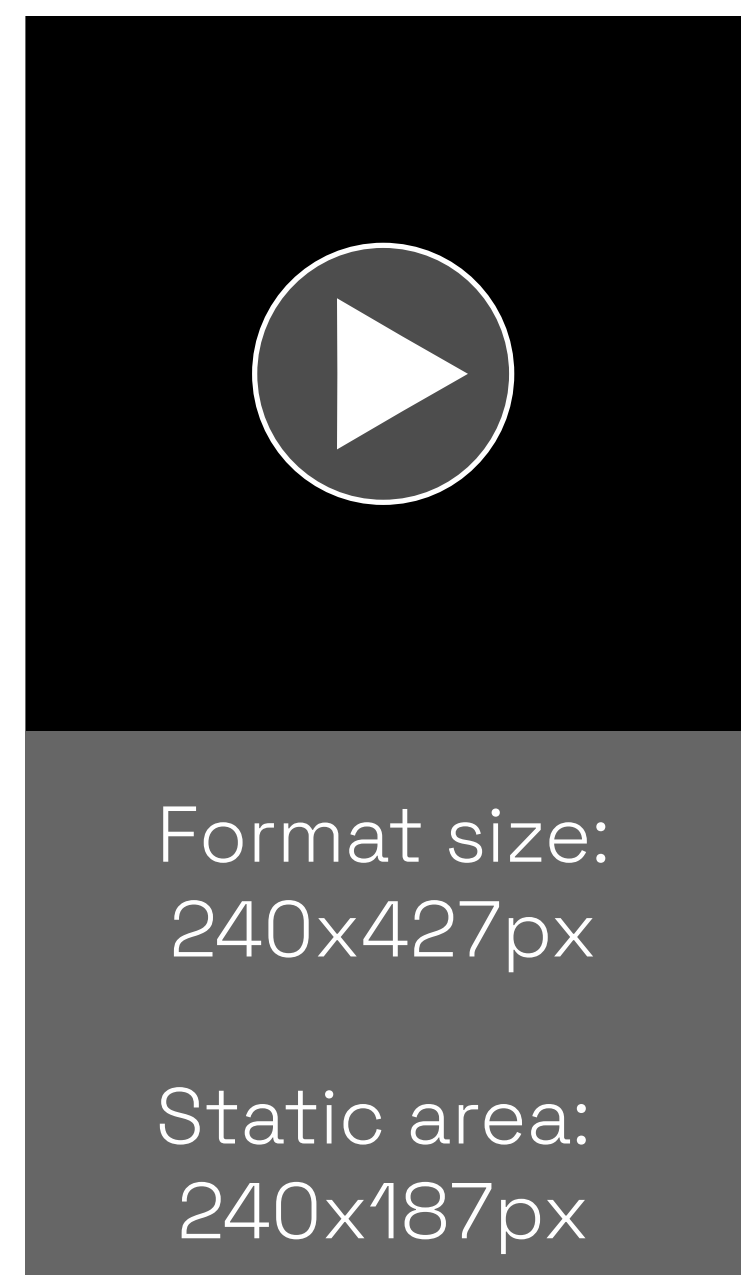
Other
Format size: 320x100px
Static area: 220x100px



Other
Format size: 320x480px
Static area: 320x160px



Other
Format size: 240x427px
Static area: 240x187px



Guide based on a 1:1 ratio video

Video - .MP4 with no maximum resolution. Please send all available formats (1:1, 4:5, 9:16, 16:9).
Pre Build Static surface - FINAL **300DPI** Static to SeenThis spec png/jpg

OR

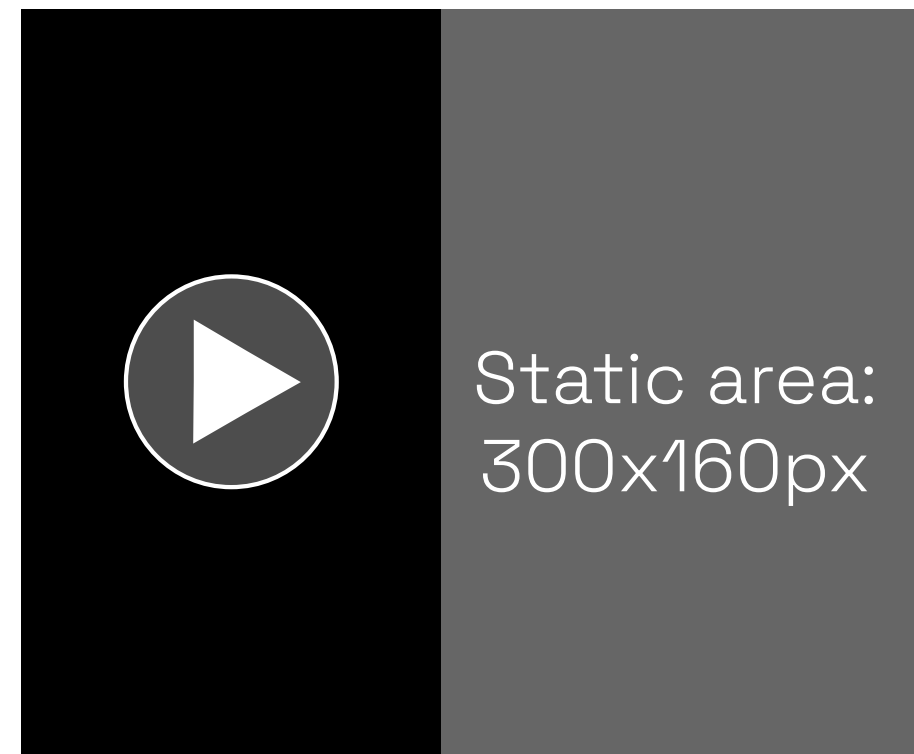
SeenThis to Build below:

- Static surface - **300DPI** PSD/indesign/illustrator layered working files
- Logo/Buttons - .EPS, .SVG, .PNG
- Font - .OTT, .TTF, .woff2
- Graphic Guidelines - Your brand guidelines and colours (incl. colour codes)
- Copy - Max 40 characters per message
- CTA - Max 20 characters per CTA
- Disclaimer - Max 60 characters
- Length - 15s recommended, 30s maximum.
- Layout Template - Instructions of where and when to place graphics, preferably with a reference image or video. (Minor HTML5 animations such as copy transitions and hover effects are possible).

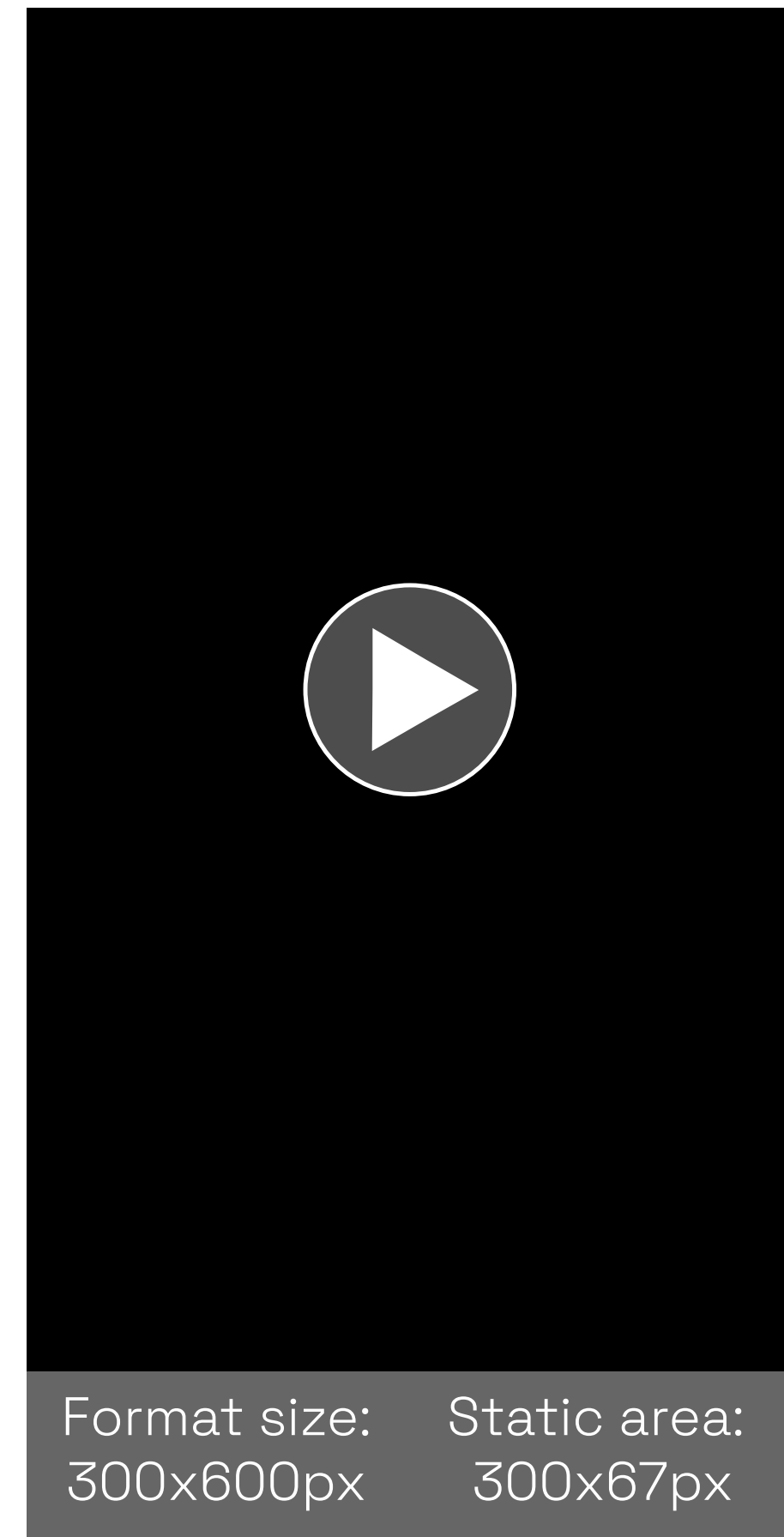


9:16 Video Ratio Hybrid Format Guide

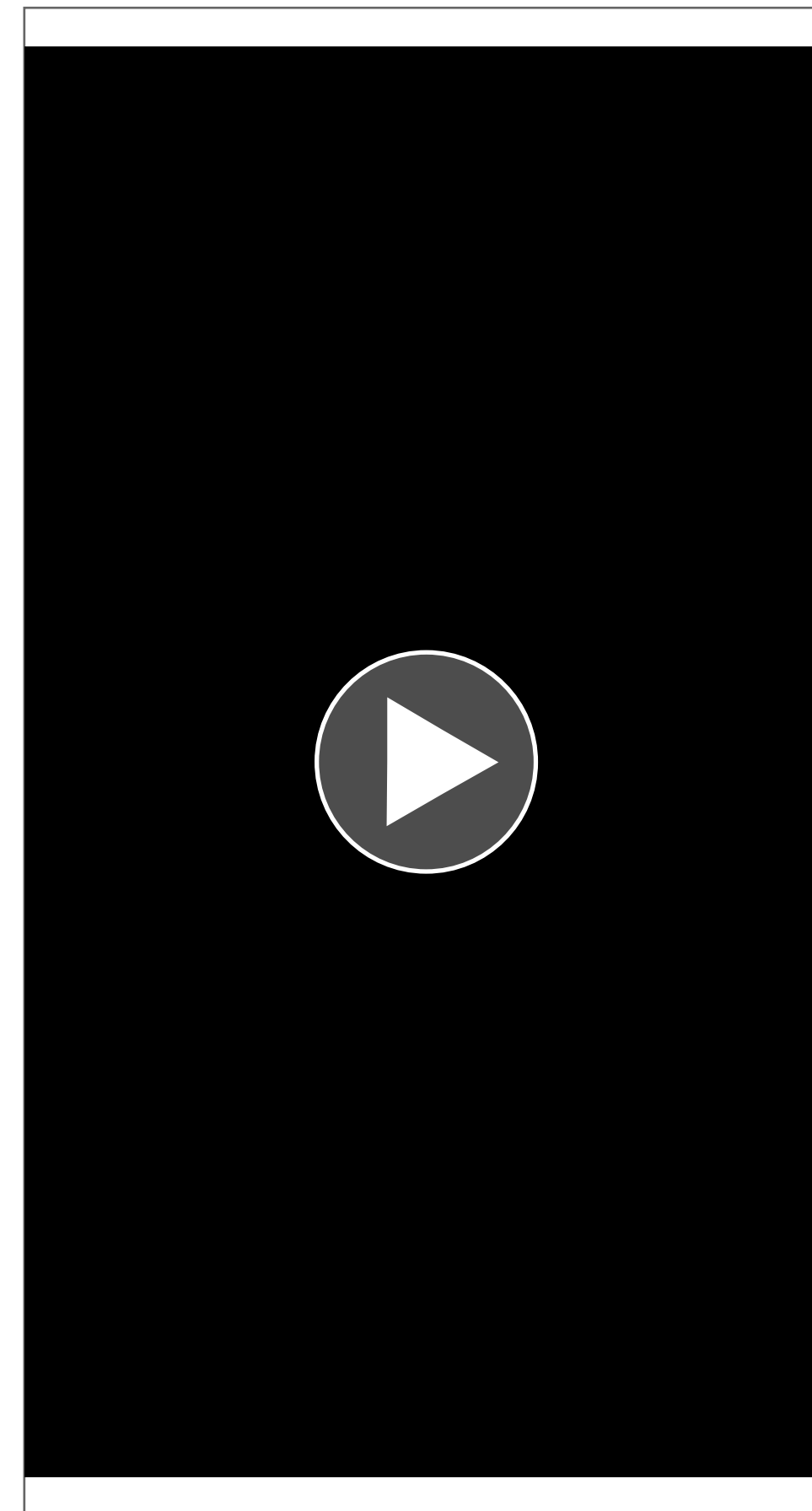
MREC
Format size: 300x250px
Static area: 160x250px



Half Page
Format size: 300x600px
Static area: 300x67px



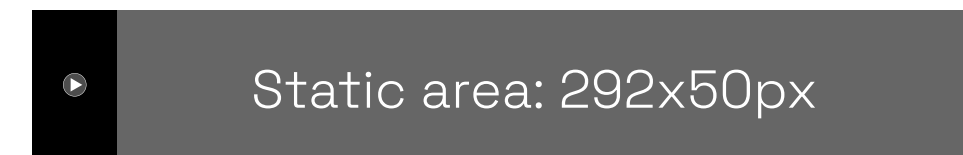
Wide Half Page
Format size: 320x600px



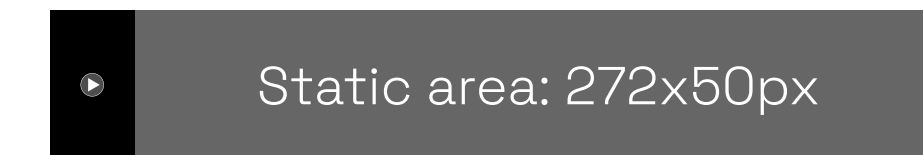
Skycraper
Format size: 160x600px
Static area: 160x310px



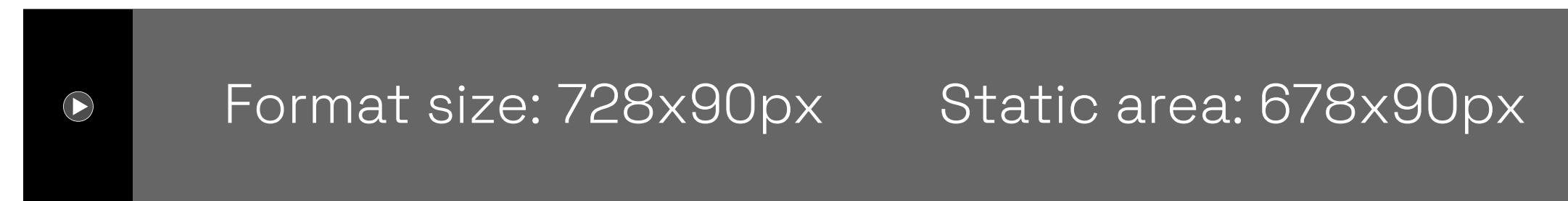
Mobile Leaderboard A
Format size: 320x50px
Static area: 292x50px



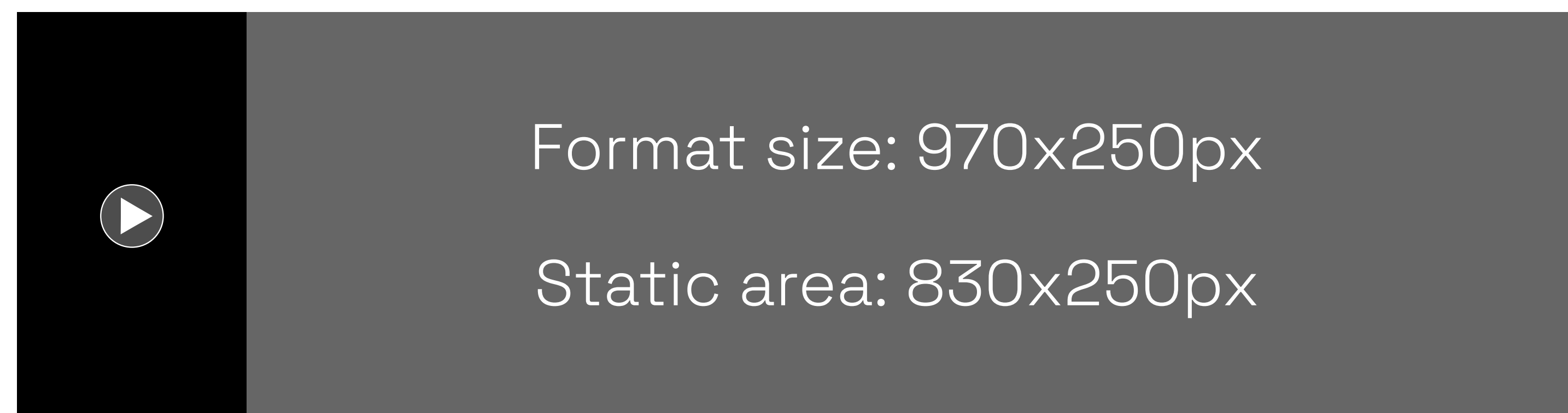
Mobile Leaderboard B
Format size: 300x50px
Static area: 272x50px



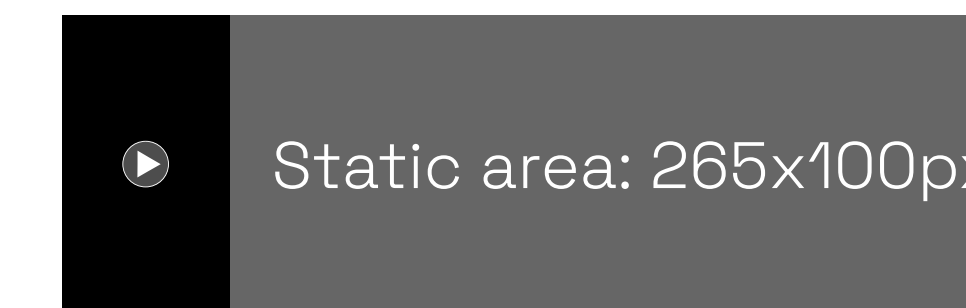
Leaderboard
Format size: 728x90px
Static area: 678x90px



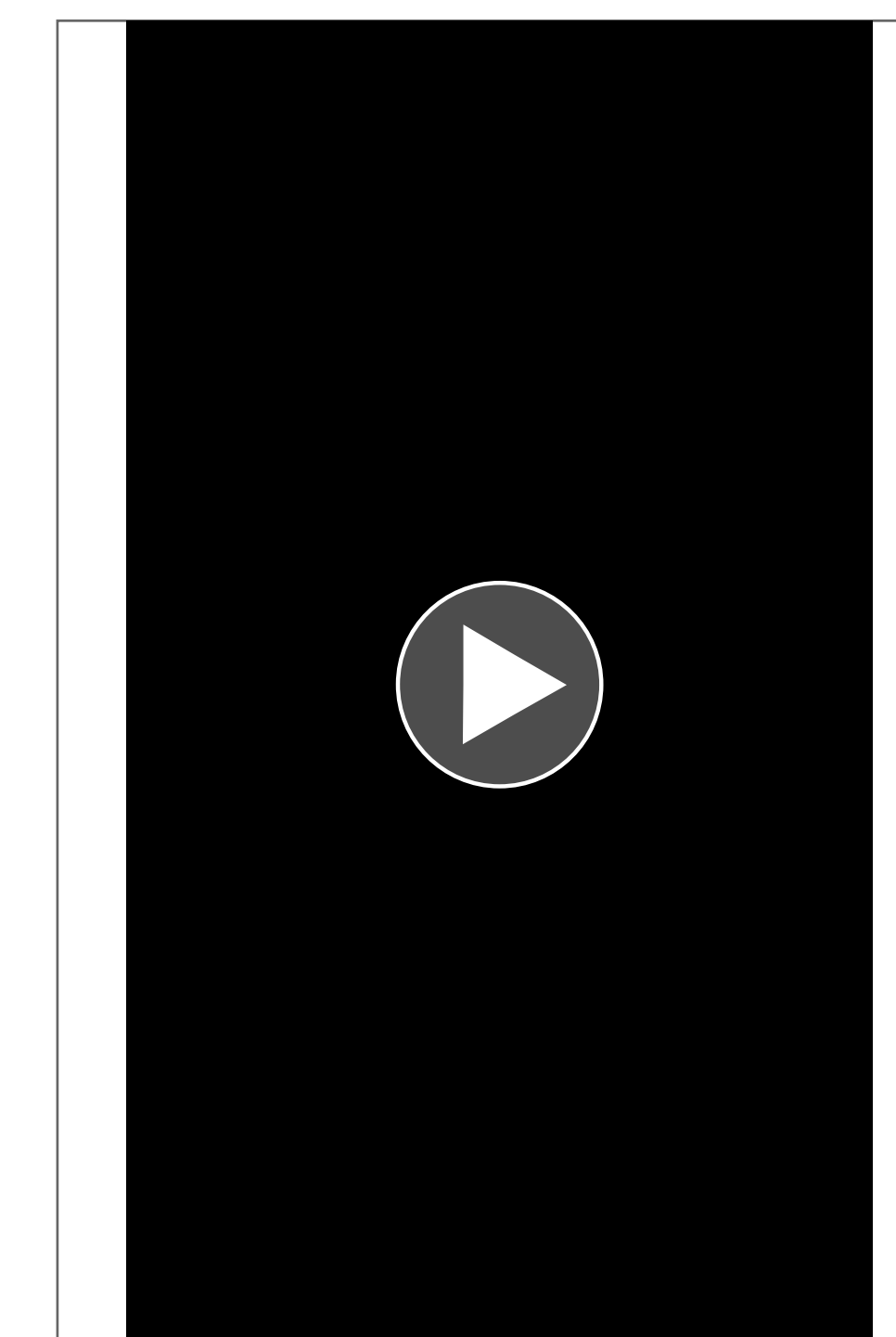
Billboard
Format size: 970x250px
Static area: 830x250px



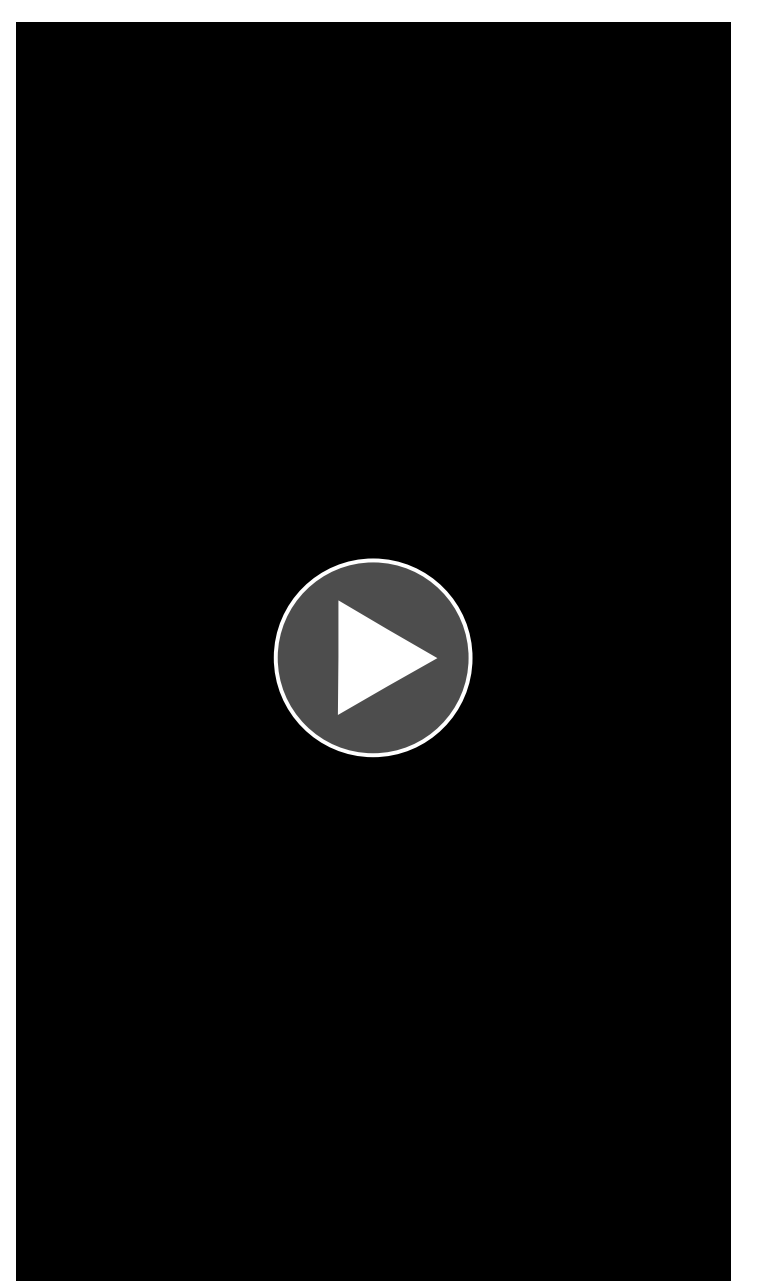
Other
Format size: 320x100px
Static area: 265x100px



Other
Format size: 320x480px



Other
Format size: 240x427px



Guide based on a 9:16 ratio video

Video - .MP4 with no maximum resolution. Please send all available formats (1:1, 4:5, 9:16, 16:9).
Pre Build Static surface - FINAL **300DPI** Static to SeenThis spec png/jpg

OR

SeenThis to Build below:

Static surface - **300DPI** PSD/indesign/illustrator layered working files

Logo/Buttons - .EPS, .SVG, .PNG

Font - .OTT, .TTF, .woff2

Graphic Guidelines - Your brand guidelines and colours (incl. colour codes)

Copy - Max 40 characters per message

CTA - Max 20 characters per CTA

Disclaimer - Max 60 characters

Length - 15s recommended, 30s maximum.

Layout Template - Instructions of where and when to place graphics, preferably with a reference image or video.

(Minor HTML5 animations such as copy transitions and hover effects are possible).