

Display

Specification

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How to supply your assets

ITV accept display assets to be sent via email or WeTransfer. To do so please use the following email **interactivetraffic@itv.com**

Display Size & Format

MPU (<200k)

300 x 250px

Leaderboard (<200k)

728 x 90px

Mobile (<50k)

320 x 50px

Sponsor Button (<50k)

150 x 113px (all show pages)

150 x 50px (weather pages)

Tags

ITV accept third party impression and click tracking only

No additional tracking or redirects will be accepted

Approved vendors include:

DoubleClick, Sizmek and Flashtalking

We only accept **IMAGE (IMG)** Impression tags (we **do not** accept JavaScript or iframe)

Please label all tag placements with the corresponding advertiser, brand name and targeting for each campaign or line item

Timeframes

All assets (creatives and tags) must be provided to us at least **5 working days** before the campaign start date

If assets are provided after this timeframe, we will do what we can to get the campaign live as soon as possible and there is no guarantee that it will go live on the desired start date

Contacts

ITV Ad Ops

interactivetraffic@itv.com