

# HELLO!

DIGITAL RATES & SPECS

# RATES

FORMAT / COST	CREATIVE SIZE	FORMAT / COST	CREATIVE SIZE
<b>Desktop MPU</b> / £9	300 x 250	<b>Outstream</b> / £12	N/A
<b>Leaderboard</b> / £9	728 x 90	<b>Social Display</b> / £15	Creative Size
<b>Double MPU</b> / £12	300 x 600	<b>Shoppable Tagged (Picnic format)</b> / £15	Creative Size
<b>Mobile MPU</b> / £9	300 x 250	<b>InRead Flow</b> / £15	Creative Size
<b>Mobile Banner</b> / £7	200 x 250 / 320 x 50	<b>Interscroller</b> / £15	Creative Size
<b>Billboard</b> / £12	970 x 250	<b>Hero Ad</b> / £20	Creative Size
<b>Pre-roll</b> / £20	N/A	<b>Carousel</b> / £12	Creative Size
<b>Landscape Scroller</b> / £12	1600 x 700	<b>HELLO! Loves Display</b> / £18	Creative Size

## PLEASE NOTE:

All contents of advertisements are subject to HELLO! Online approval. HELLO! Online reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. In addition, HELLO! Online shall have the right to reject any URL link embodied within any advertisement. This order is accepted subject to HELLO! Online terms and conditions of sale. HELLO! Online does not accept responsibility for late submission of creative.

PRODUCT	FORMAT / GROSS COST	PRODUCT	FORMAT / GROSS COST
<b>Full Site Display Takeover</b>	<b>Standard</b> / £95,040	<b>Lifestyle Display Takeover</b>	<b>Standard</b> / £34,905
	<b>Rich Media</b> / £118,800		<b>Rich Media</b> / £43,632
<b>Fashion Display Takeover</b>	<b>Standard</b> / £14,644	<b>Parenting Display Takeover</b>	<b>Standard</b> / £14,083
	<b>Rich Media</b> / £18,306		<b>Rich Media</b> / £8,802
<b>Homepage Takeover</b>	<b>Standard</b> / £907	<b>Homes Display Takeover</b>	<b>Standard</b> / £20,563
	<b>Rich Media</b> / £1,134		<b>Rich Media</b> / £25,704
<b>Health &amp; Beauty Display Takeover</b>	<b>Standard</b> / £12,268	<b>Food Display Takeover</b>	<b>Standard</b> / £1,728
	<b>Rich Media</b> / £15,336		<b>Rich Media</b> / £2,160
<b>TV &amp; Film Display Takeover</b>	<b>Standard</b> / £4,636	<b>Weddings Display Takeover</b>	<b>Standard</b> / £4,752
	<b>Rich Media</b> / £5,795		<b>Rich Media</b> / £5,940
<b>Celebrity Display Takeover</b>	<b>Standard</b> / £0	<b>Travel Display Takeover</b>	<b>Standard</b> / £820
	<b>Rich Media</b> / £14,526		<b>Rich Media</b> / £1,026
<b>Royalty Display Takeover</b>	<b>Standard</b> / £17,884	<b>Kindness Display Takeover</b>	<b>Standard</b> / £1.38
	<b>Rich Media</b> / £22,356		<b>Rich Media</b> / £1.73



# AD SPECIFICATIONS

## GENERAL GUIDELINES

### Video and audio

- Display video formats must include a play and pause button
- If the format has audio it must be muted by default

### Redirects/Scripts HTML5

- Redirects or scripts without video must not exceed 200kb
- The maximum files size for display with video formats is 2.2MB
- Mobile optimisation is recommended

## HORIZONTAL FORMATS

FORMATS	ENVIRONMENT	AD SIZE	MAX. FILE SIZE	FORMAT	<div>- For jpg and gif creatives third party tracking is allowed: pixel + click command</div> <div>- HTML5 creatives must be sent as third-party redirects</div> <div>- Third-party redirects/scripts must include the following macros: cache-busting: %%CACHEBUSTER%% click-counting: %%CLICK_URL_UNESC%%</div>
BILLBOARD	Desktop	970 x 250px	250kb	gif, jpeg, script	
	Tablet	728 x 200px	150kb		
	Mobile	320 x 100px	100kb		
LEADERBOARD	Desktop	970 x 90px	150kb	gif, jpeg, script	
	Tablet	728 x 90px	100kb		
	Mobile	320 x 50px	50kb		

## MID FORMATS

FORMATS	ENVIRONMENT	AD SIZE	MAX. FILE SIZE	FORMAT	
HPU	Desktop, tablet & mobile	300 x 600px	250kb	gif, jpeg, script	<ul style="list-style-type: none"><li>- For jpg and gif creatives third party tracking is allowed: pixel + click command</li><li>- HTML5 creatives must be sent as third-party redirects</li><li>- Third-party redirects/scripts must include the following macros: cache-busting: %%CACHEBUSTER%% click-counting: %%CLICK_URL_UNESC%%</li></ul>
MPU		300 x 250px	150kb		
SKYSCRAPER		120 x 600px 160 x 600px	150kb		

## OTHER FORMATS

FORMATS	ENVIRONMENT	AD SIZE	MAX. FILE SIZE	FORMAT	
<b>SKIN</b>	Desktop	1900 x 950px	250kb	gif, jpeg, script	<ul style="list-style-type: none"> <li>- Only ONE 1x1 pixel + clicktracker are supported for third-party tracking</li> <li>- Relevant content should be placed in the zone with the highest viewability, marked in yellow in the template</li> <li>- The interior part of the skin must be white in colour (where the site is)</li> </ul> <a href="#">Click here</a> to download a template with the creative measurements <a href="#">Click here</a> to see an example
<b>PREROLL &amp; INREAD VIDEO</b>	Desktop, tablet & mobile	Optimal size: 1280 x 720	20MB (publisher hosted) 4MB (total VAST size)		<ul style="list-style-type: none"> <li>- 30 secs max. Duration for skippable ads</li> <li>- 20 secs max. Duration for non-skippable ads</li> <li>- Third-party tracking pixel is allowed</li> </ul>
<b>PROMO TRAFFIC DRIVER</b>	Desktop, tablet & mobile	350 x 210px + Text			<ul style="list-style-type: none"> <li>- Animated images are NOT allowed</li> <li>- Max text length: 130 characters</li> <li>- Only ONE 1x1 pixel + clicktracker are supported for third-party tracking</li> </ul>

**ASSETS DELIVERY: at least 48 hours before the campaign start date.**

**For custom formats or for formats that don't appear on this document, please contact our Sales team.**

For more information about HELLO!'s digital opportunities, please contact:

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