

HELLO! FASHION

DIGITAL SPECS 2026

HELLO! FASHION 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 file size for display with video formats is 2.2MB
- Mobile optimisation is recommended

FORMAT	ENVIRONMENT	AD SIZE	FORMATS	MAX. FILE SIZE	NOTES
HORIZONTAL FORMATS BILLBOARD	Desktop	970 x 250px	gif, jpg, script	250kb	<ul style="list-style-type: none"> - For jpg and gif creatives third party tracking is allowed: pixel + click command - HTML5 creatives must be sent as third-party redirects - Third-party redirects/scripts must include the following macros: cache-busting: %%CACHEBUSTER%% click-counting: %%CLICK_URL_UNESC%%
	Tablet	728 x 200px		150kb	
	Mobile	320 x 100px		100kb	
LEADERBOARD	Desktop	970 x 90px	gif, jpg, script	150kb	
	Tablet	728 x 90px		100kb	
	Mobile	320 x 50px		50kb	
MID FORMATS HPU MPU SKYSCRAPER	Desktop, tablet and mobile	300 x 600px	gif, jpg, script	250kb	- Same as above
		300 x 250px		150kb	
		120 x 600px 160 x 600px		150kb	

FORMAT	ENVIRONMENT	AD SIZE	FORMATS	MAX. FILE SIZE	NOTES
OTHER FORMATS SKIN	Desktop	1900 x 950px	jpg, non-animated gif	250kb	<ul style="list-style-type: none"> - Only ONE 1x1 pixel + clicktracker are supported for third-party tracking - Relevant content should be placed in the zone with the highest viewability, marked in yellow on the template - The interior part of the skin must be white in colour (where the site is) Click here to download a template with the creative measurements Click here to see an example Click here to download a PSD template
PREROLL & INREAD VIDEO	Desktop, tablet and mobile	Optimal size: 1280 x 720px	mpeg4, mov, 1st party VAST	20MB (Publisher hosted) 4MB (Total VAST size)	<ul style="list-style-type: none"> - 30 secs max. duration for skippable ads - 20 secs max. duration for non-skippable ads - Third-party tracking pixel is allowed
PROMO TRAFFIC DRIVER	Desktop, tablet and mobile	350 x 210px + Text	gif, jpg	150kb	<ul style="list-style-type: none"> - Animated images are NOT allowed - Max text length: 130 characters - Only ONE 1x1 pixel + clicktracker are supported for third-party tracking

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