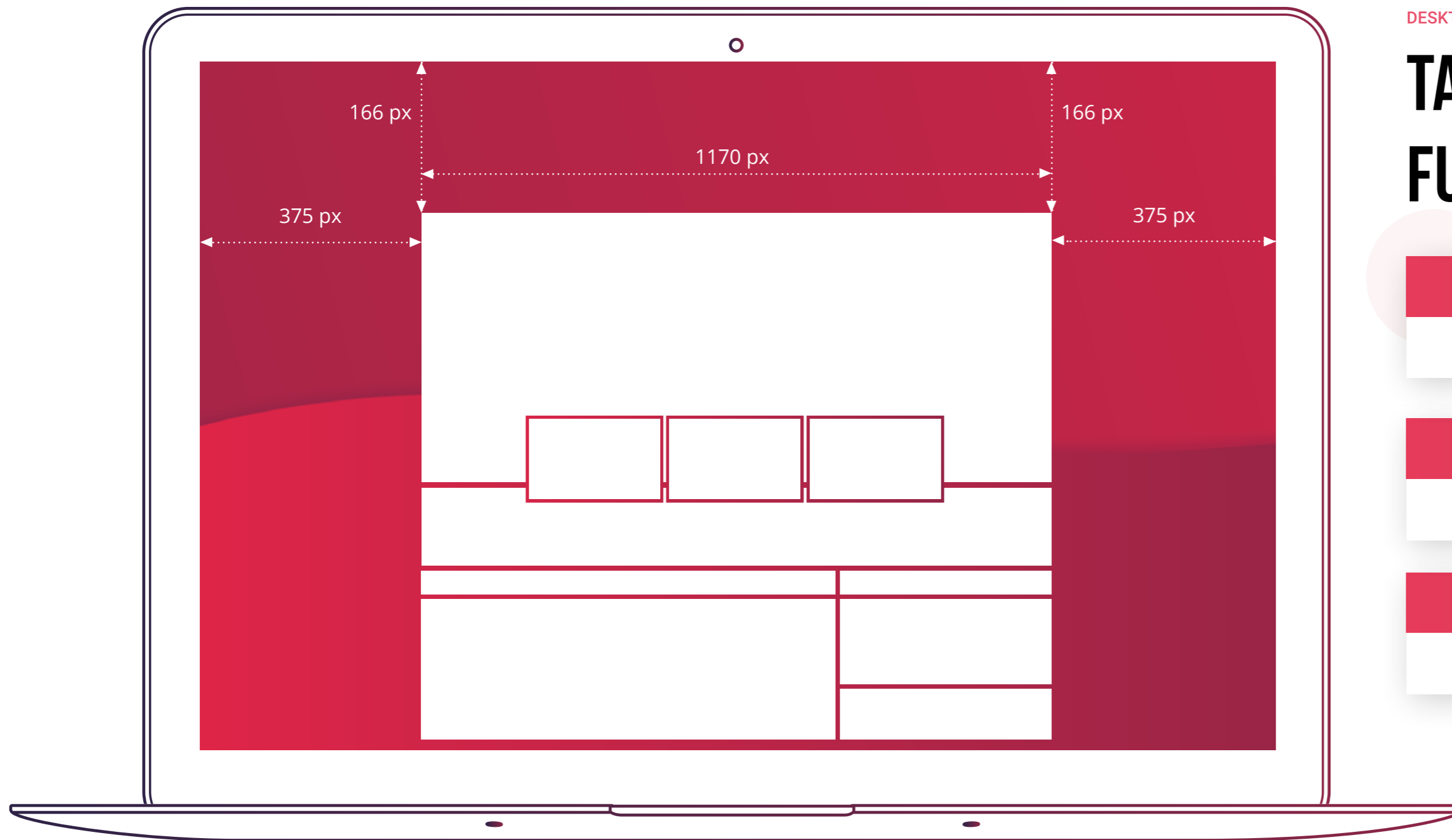


# NERDIC BY NATURE<sup>®</sup>

**ADVERTISEMENT  
SPECIFICATIONS**



DESKTOP

# TAKEOVER FULLSITE BRANDING

FILE SIZE

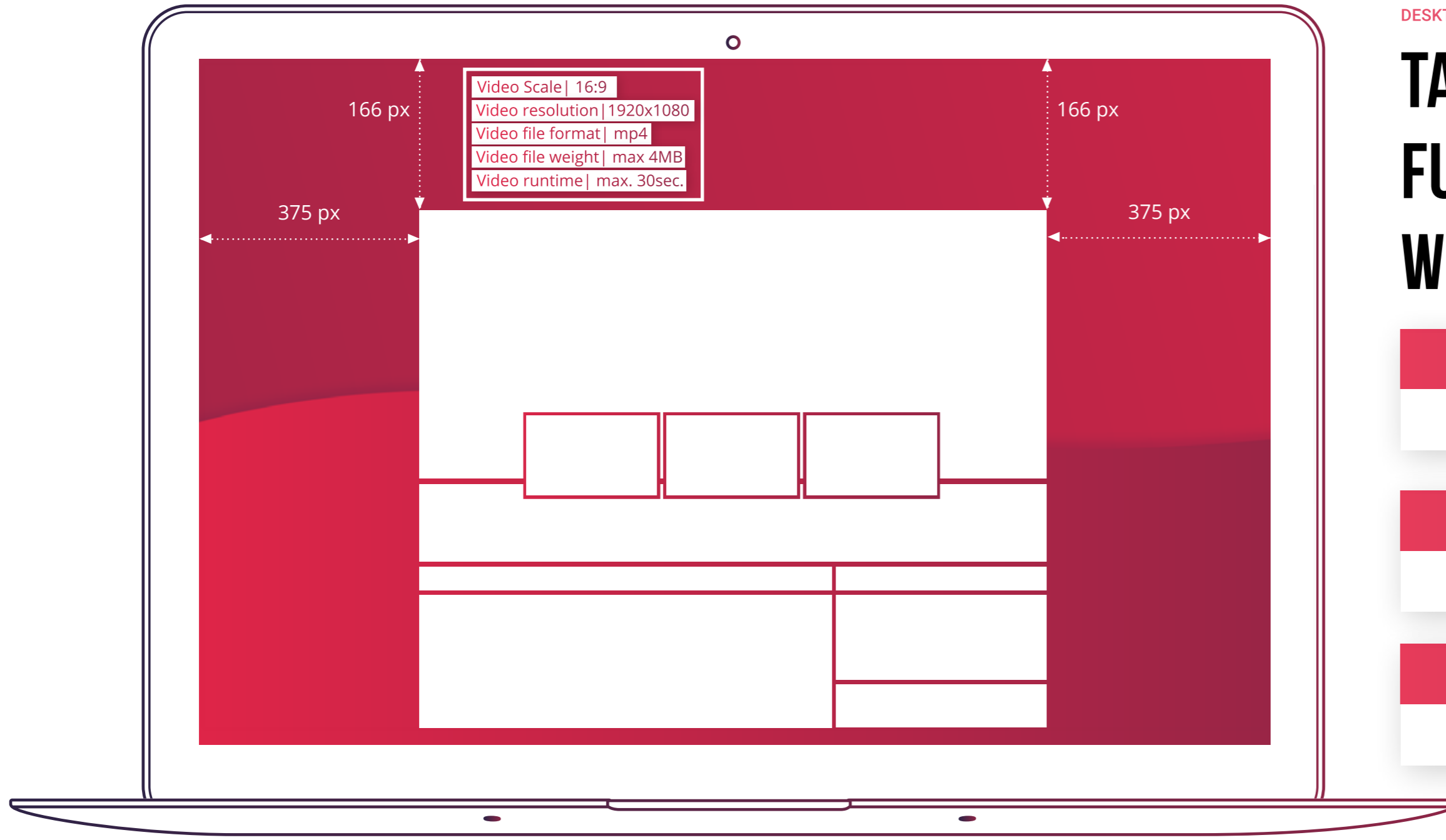
1920 x 1080

FORMAT

jpg

FILE WEIGHT

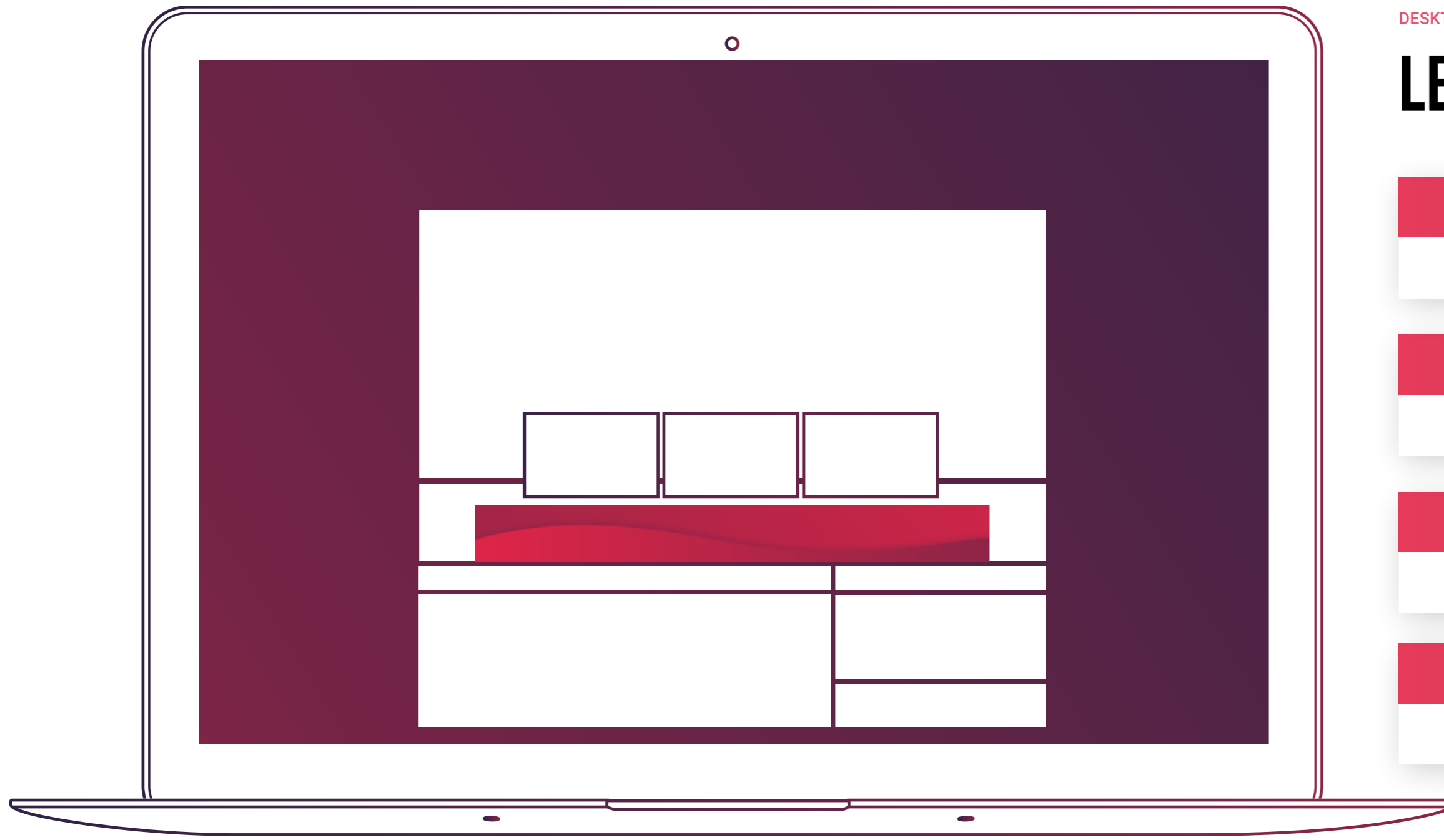
max. 300KB



DESKTOP

# TAKEOVER FULLSITE BRANDING WITH VIDEO INTEGRATION

FILE SIZE
1920 x 1080
FORMAT
jpg
FILE WEIGHT [WITHOUT VIDEO]
max. 300KB



DESKTOP

## LEADERBOARD

FILE SIZE

728 x 90

FORMAT

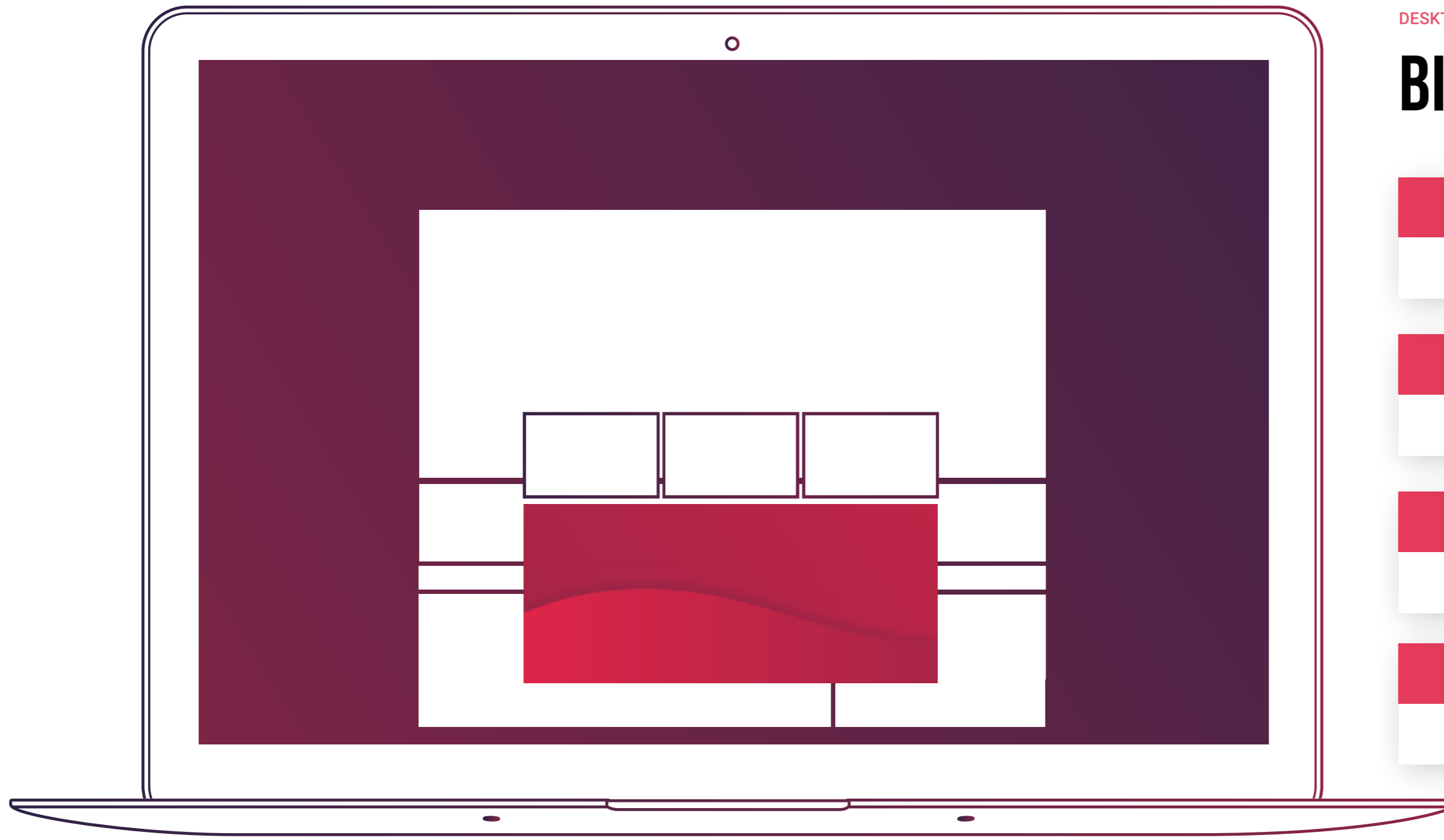
jpg | png | gif | HTML5 | Redirect

FILE WEIGHT: JPG | PNG | GIF

max. 60KB

FILE WEIGHT [HTML5]

max. 150KB +300KB subload



DESKTOP

## BILLBOARD

FILE SIZE

800 x 250

FORMAT

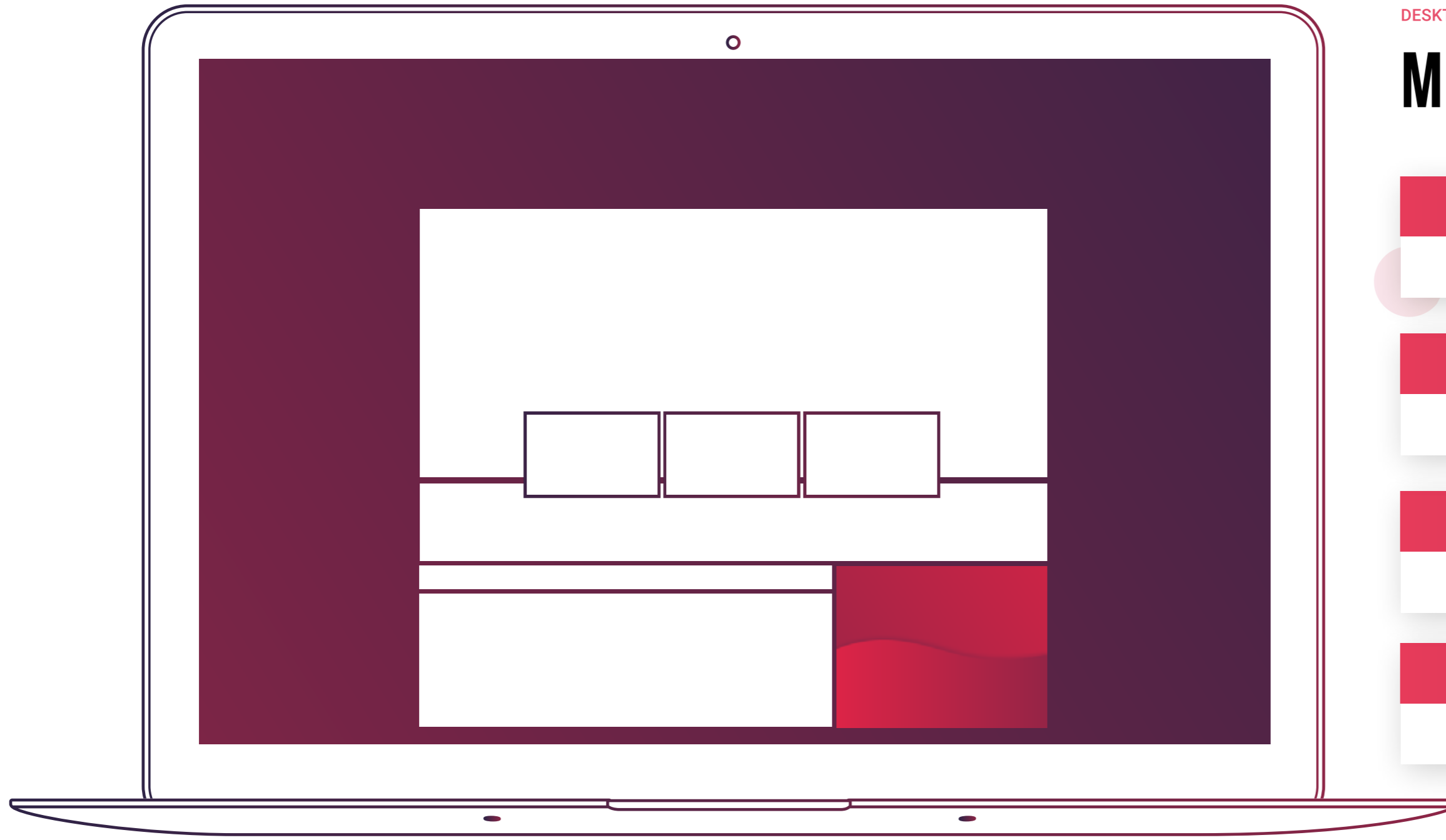
jpg | gif | HTML5 | Redirect

FILE WEIGHT: JPG | GIF

max. 150KB

FILE WEIGHT [HTML5]

max. 200KB +300KB subload



DESKTOP

## MEDIUM RECTANGLE

FILE SIZE

300 x 250

FORMAT

jpg | gif | HTML5 | Redirect

FILE WEIGHT: JPG | GIF

max. 80KB

FILE WEIGHT [HTML5]

max. 150KB +300KB subload



DESKTOP

# SKYSCRAPER

FILE SIZE

120 x 600

FORMAT

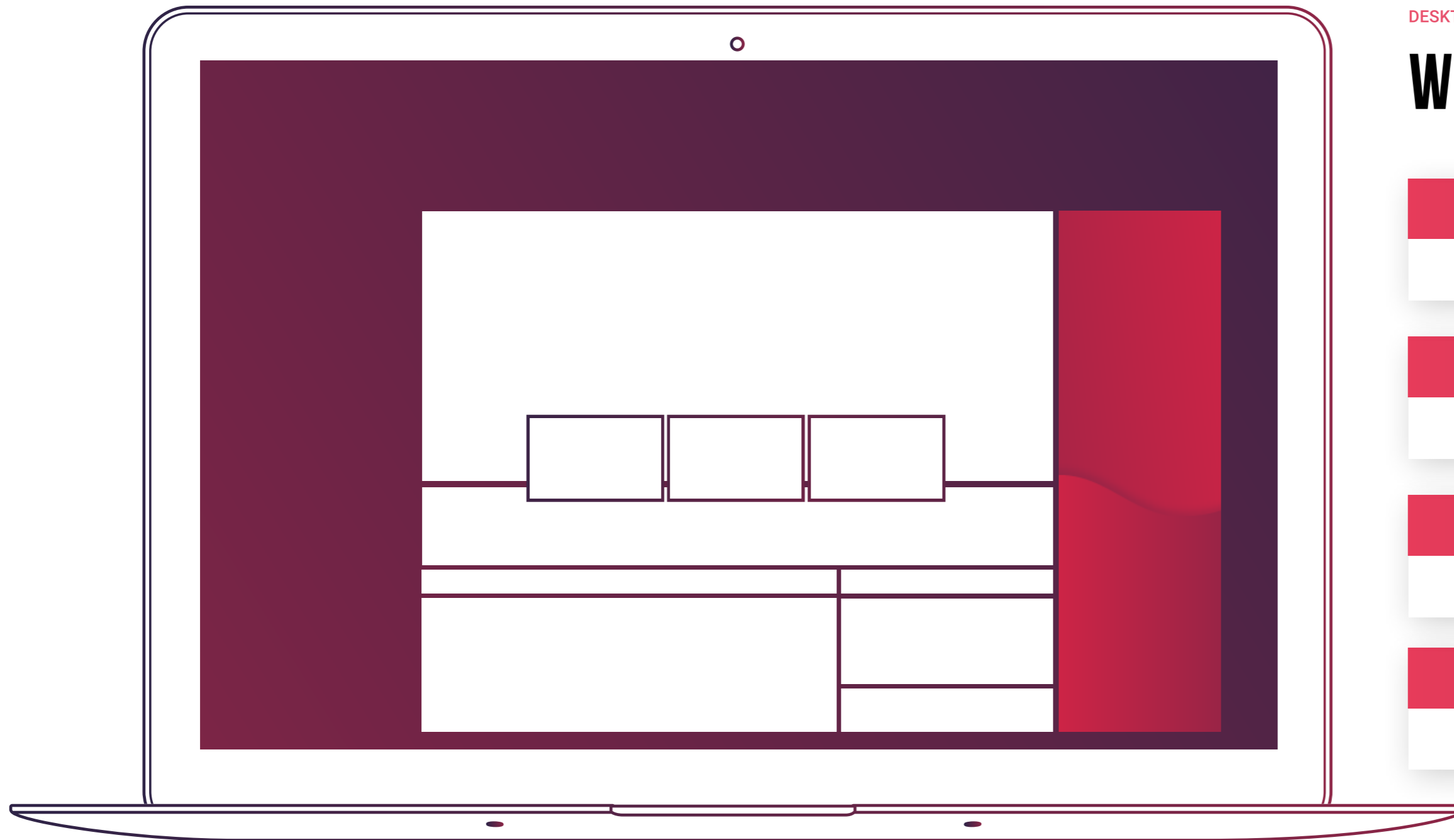
jpg | gif | HTML5 | Redirect

FILE WEIGHT: JPG | GIF

max. 100KB

FILE WEIGHT [HTML5]

max. 150KB +300KB subload



DESKTOP

## WIDE SKYSCRAPER

FILE SIZE

160 x 600

FORMAT

jpg | gif | HTML5 | Redirect

FILE WEIGHT: JPG | GIF

max. 100KB

FILE WEIGHT [HTML5]

max. 150KB +300KB subload





DESKTOP

## HALFPAGE AD

FILE SIZE

300 x 600

FORMAT

jpg | gif | HTML5 | Redirect

FILE WEIGHT: JPG | GIF

max. 150KB

FILE WEIGHT [HTML5]

max. 200KB +300KB subload



VIDEO

## PREROLL

VIDEO SCALE

16:9 | 4:3

FORMAT

VAST-TAG 2 | 3

VIDEO LENGTH

max. 30 sec\*

\*Longer videos are possible.  
Please contact us for individually planned preroll campaigns.



LANDSCAPE



PORTRAIT

MOBILE

## MOBILE LAYER

FILE SIZE - PORTRAIT &amp; LANDSCAPE

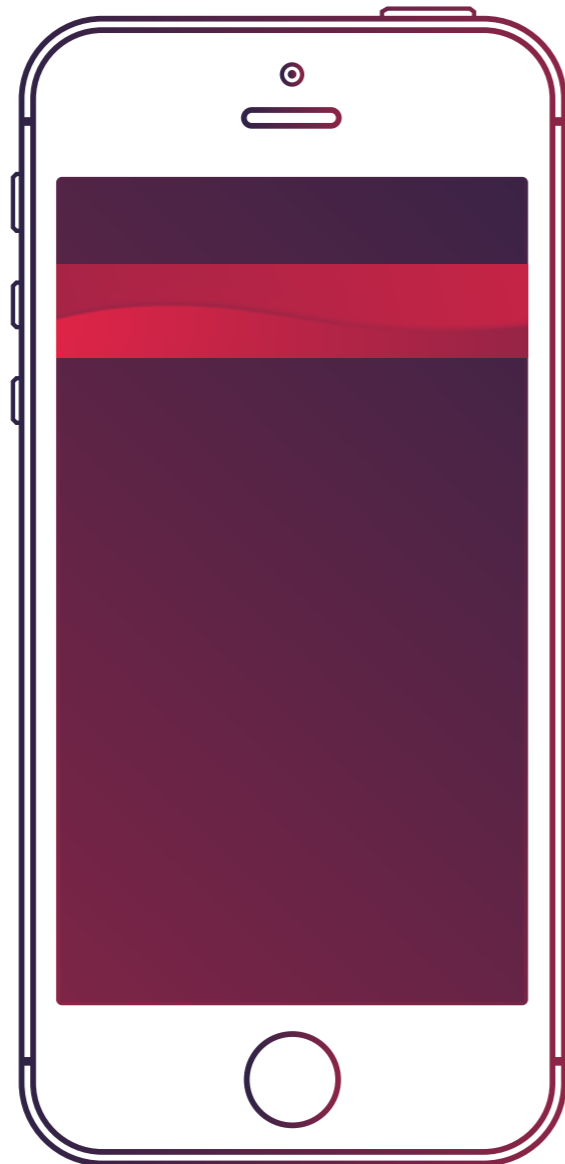
700x900 | 960x600

FORMAT

jpg

FILE WEIGHT: JPG

max. 200KB



MOBILE

## MOBILE LEADERBOARD

FILE SIZE

320 x 50

FORMAT

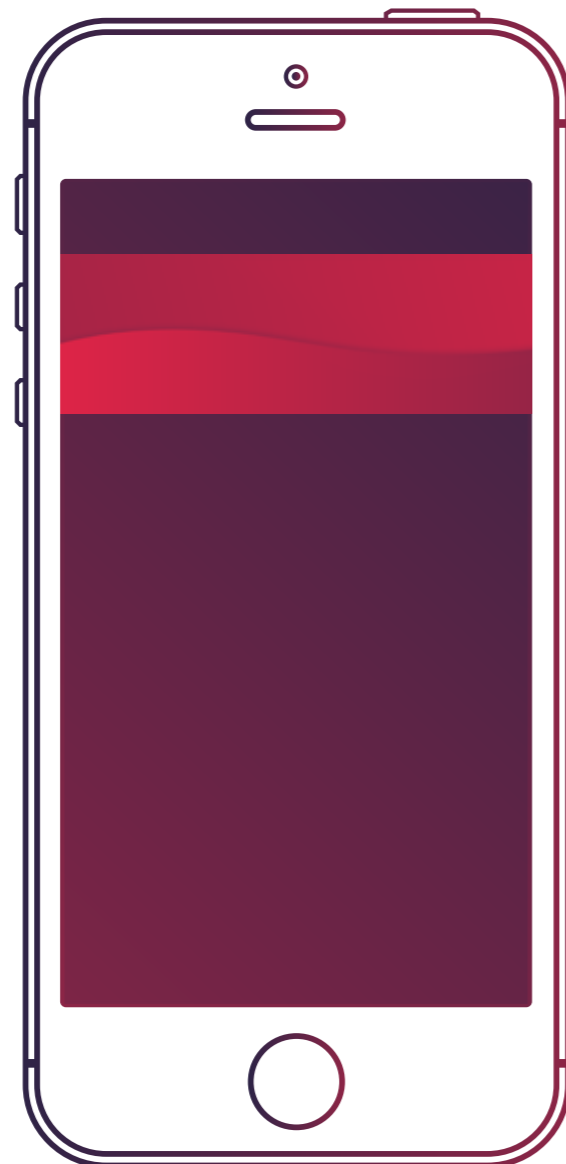
jpg | png | gif | HTML5 | Redirect

FILE WEIGHT: JPG | PNG | GIF

max. 60KB

FILE WEIGHT: [HTML5]

max. 60KB



MOBILE

## MOBILE BILLBOARD

FILE SIZE

320 x 100

FORMAT

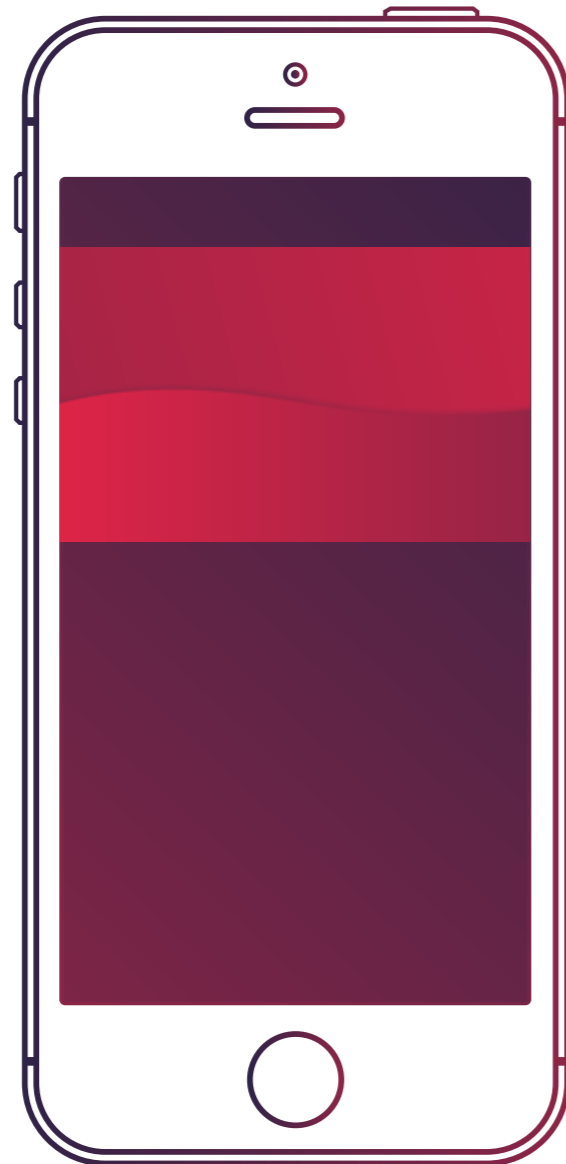
jpg | png | gif | HTML5 | Redirect

FILE WEIGHT: JPG | PNG | GIF

max. 60KB

FILE WEIGHT: [HTML5]

max. 60KB



MOBILE

## MOBILE MEDIUM RECTANGLE

FILE SIZE

300 x 250

FORMAT

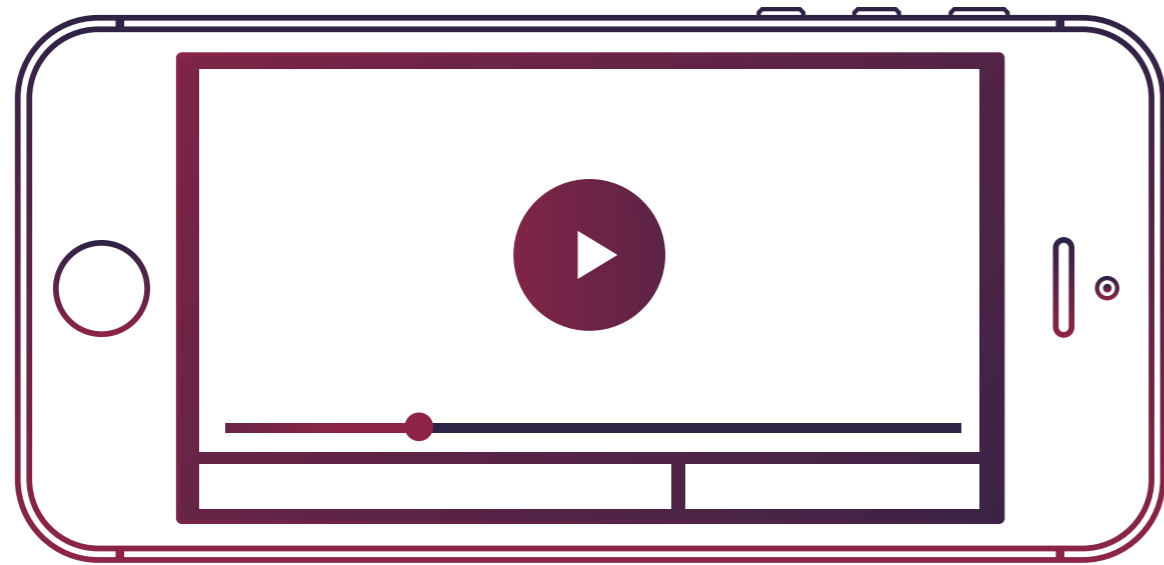
jpg | png | gif | HTML5 | Redirect

FILE WEIGHT: JPG | PNG | GIF

max. 80KB

FILE WEIGHT: [HTML5]

max. 80KB



MOBILE

## MOBILE PREROLL

VIDEO SCALE

16:9 | 4:3

FORMAT

VAST-TAG 2|3

VIDEO LENGTH

max. 30 sec\*

\*Longer videos are possible.  
Please contact us for individually planned preroll campaigns.

OUR NERDIC HEADQUARTER

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