

**HELLO!**

DIGITAL RATES AND AD SPECS

# RATES

## STANDARD DISPLAY RATES

## CHANNEL PER DAY COSTS

<b>MPU</b> £15 CPM	<b>Homepage takeover</b> £2,500 net
<b>Billboard</b> £28 CPM	<b>Beauty channel takeover</b> £2,500 net
<b>HPU</b> £16 CPM	<b>TV/film takeover</b> £3,000 net
<b>Skin</b> £25 CPM	<b>Fashion channel takeover</b> £3,500 net
<b>Video pre roll</b> £15 CPM	<b>Celebrity channel takeover</b> £3,500 net
<b>Content</b> From £8,500 + production	<b>Royalty channel takeover</b> £6,500 net
	<b>Lifestyle channel takeover</b> £8,500 net

### 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.

# AD SPECIFICATIONS

## RESPONSIVE SITE AND MOBILE DEVICES

- Our site is responsive, it adapts its content across all devices and we encourage the use of responsive redirects on the formats that run on the top position
- Expandable, floating and full-screen formats should also take this into account
- For certain formats if a responsive version of the ad is not available we will require that three creatives are sent to accommodate desktop, tablet and mobile

## VIDEO & AUDIO

- 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 200 kb
- The maximum weight for video formats is 2.2 MB
- Mobile optimisation is recommended inside the redirect or in different tags

For further details or assistance, please contact [trafico@hola-internet.com](mailto:trafico@hola-internet.com)

Assets delivery: at least 48 hours before campaign start date

FORMAT	AD SIZE	FORMATS	MAX. FILE SIZE	NOTES
<b>TOP FORMATS</b> <b>LEADERBOARD</b>	Desktop: 970 x 90px Tablet: 728 x 90px Mobile: 320 x 50px	GIF, JPG, SCRIPT	70 kb 50 kb 30 kb	<ul style="list-style-type: none"> <li>- Responsive ads: always served as a third-party redirect, the ad must adapt from the highest to the lowest size we specify</li> <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: <b>%%CACHEBUSTER%%</b> click-counting: <b>%%CLICK_URL_UNESC%%</b></li> </ul>
	Responsive: from 970 x 90 to 320 x 50px	SCRIPT		
<b>BILLBOARD</b>	Desktop: 970 x 250px Tablet: 728 x 200px Mobile: 320 x 100px	GIF, JPG, SCRIPT	80 kb 60 kb 40 kb	
	Responsive: 970 x 250 to 320 x 100px	SCRIPT		
<b>MIDDLE FORMATS</b> <b>MPU</b>	300 x 250px	GIF, JPG, SCRIPT	50 kb	<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: cashe-busting: <b>%%CACHEBUSTER%%</b> click-counting: <b>%%CLICK_URL_UNESC%%</b></li> </ul>
<b>HPU</b>	300 x 600px	GIF, JPG, SCRIPT	80 kb	

FORMAT	AD SIZE	FORMATS	MAX. FILE SIZE	NOTES
<b>ANCHOR AD</b>	Mobile: 320 x 50px	GIF, JPG	30 kb	- Only available for mobile devices - For jpg and gif creatives third party tracking is allowed: pixel + click command
<b>INTERSTITIAL</b>	800 x 600px	JPEG, GIF	70 kb	- Third-party tracking is allowed: pixel + click command.
<b>SKIN</b>	<p><b>4 creatives:</b>  <b>1 leaderboard</b>  1610 x 250px  <b>2 sides</b>  175 x 1192px</p> <p><b>1 mobile backup</b>  728 x 200px</p>	JPEG, NON-ANIMATED GIF	<p>170kb</p> <p>60 kb</p>	- Only <b>ONE</b> 1x1 pixel + clicktracker are supported for third-party tracking - Relevant content should be placed on the top half of the side creatives to be viewable on all devices
<b>PROMO TRAFFIC DRIVER</b>	350 x 80px	GIF, JPEG	20 kb	- Animated images are <b>NOT</b> allowed

# CONTACTS

## DIGITAL ENQUIRIES

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