

**HELLO!** fashion MONTHLY  
DIGITAL RATES AND AD SPECS

# CPM RATES

<b>MPU</b> £15 CPM	<b>PROMO TRAFFIC DRIVER</b> £250 per day
<b>BILLBOARD</b> £28 CPM	<b>CONTENT</b> £8,500
<b>HPU</b> £16 CPM	<b>BESPOKE CONTENT CREATION</b> POA
<b>SKIN</b> £25 CPM	<b>FACEBOOK LIVE</b> £10,000
<b>HOMEPAGE TAKEOVER</b> £2,500 per day / £10,000 per week	<b>COMPETITION</b> £4,000
<b>CHANNEL TAKEOVER</b> £1,000 per day	

**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 and adapts its content across all devices so we encourage the use of responsive redirects for the formats that run in the top position
- For certain formats if a responsive version of the ad is not available we will require three creatives to be 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.com](mailto:trafico@hola.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: from 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 FORMATS</b> <b>ANCHOR 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>- If served through third party redirects must be sent in different tags for each device</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></li> <li>click-counting: <b>%%CLICK_URL_UNESC%%</b></li> <li>Click <a href="#">here</a> to see an example</li> </ul>
<b>ANCHOR BILLBOARD</b>	Desktop: 970 x 250px Tablet: 728 x 200px Mobile: 320 x 100px	GIF, JPG, SCRIPT	80 kb 60 kb 40 kb	
<b>SKIN</b>	<b>4 creatives:</b> <b>1 leaderboard</b> 1610 x 250px <b>2 sides</b> 175 x 1192px  <b>1 mobile backup</b> 728 x 200px	JPG, NON-ANIMATED GIF	Total size 170 kb   60 kb	<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 on the top half of the side creatives to be viewable on all devices</li> <li>- Click <a href="#">here</a> to download the creative sizes</li> </ul>
<b>PROMO TRAFFIC DRIVER</b>	350 x 210px + Text	GIF, JPG	36 kb	<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>

# CONTACTS

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