

HELLO! *if*ashion

DIGITAL RATES AND AD SPECS

RATES

STANDARD DISPLAY RATES

CHANNEL PER DAY COSTS

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

Assets delivery: at least 48 hours before campaign start date

FORMAT	AD SIZE	FORMATS	MAX. FILE SIZE	NOTES
TOP FORMATS LEADERBOARD	Desktop: 970 x 90px Tablet: 728 x 90px Mobile: 320 x 50px <hr/> Responsive: from 970 x 90 to 320 x 50px	GIF, JPG, SCRIPT SCRIPT	70 kb 50 kb 30 kb	- Responsive ads: always served as a third-party redirect, the ad must adapt from the highest to the lowest size we specify - 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%%
	BILLBOARD Desktop: 970 x 250px Tablet: 728 x 200px Mobile: 320 x 100px <hr/> Responsive: from 970 x 250 to 320 x 100px	GIF, JPG, SCRIPT SCRIPT	80 kb 60 kb 40 kb	
MIDDLE FORMATS MPU	300 x 250px	GIF, JPG, SCRIPT	50 kb	
HPU	300 x 600px	GIF, JPG, SCRIPT	80 kb	

FORMAT	AD SIZE	FORMATS	MAX. FILE SIZE	NOTES
ANCHOR FORMATS ANCHOR LEADERBOARD	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"> - If served through third party redirects must be sent in different tags for each device - 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%% Click here to see an example
ANCHOR BILLBOARD	Desktop: 970 x 250px Tablet: 728 x 200px Mobile: 320 x 100px	GIF, JPG, SCRIPT	80 kb 60 kb 40 kb	
SKIN	4 creatives: 1 leaderboard 1610 x 250px 2 sides 175 x 1192px 1 mobile backup 728 x 200px	JPG, NON-ANIMATED GIF	Total size 170 kb 60 kb	<ul style="list-style-type: none"> - Only ONE 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 - Click here to download the creative sizes
PROMO TRAFFIC DRIVER	350 x 210px + Text	GIF, JPG	36 kb	<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

CONTACTS

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