

# BIG FORMATS

MORE SCREEN FOR IMPACT!

IAB compliant ad units that command a large presence on the page. These units can feature a range of rich media features including video.

**DMPU:** 300x600

**Masthead:** 970x250

**Portrait:** 300x1050

Bigger is  
definitely better.

## Standard Display

The ad unit can feature a combination of animation and video to catch a user's attention. If the execution is standard display, then all animation can last up to 15 seconds. If the execution is a rich creative, then the user can engage to explore additional content.

### Features

- An initial 15 seconds of video or animation
- Animation to trigger engagement
- Static end frame summarising offer



## Interactive

For a rich execution, the creative can now be engaged with as a fully functioning rich media unit. Video controls, and other additional content can be explored within the format.

### Features

- Video, animation
- Image, video, product carousels
- Social Media Links
- Custom features, such as feeds or games are also possible