

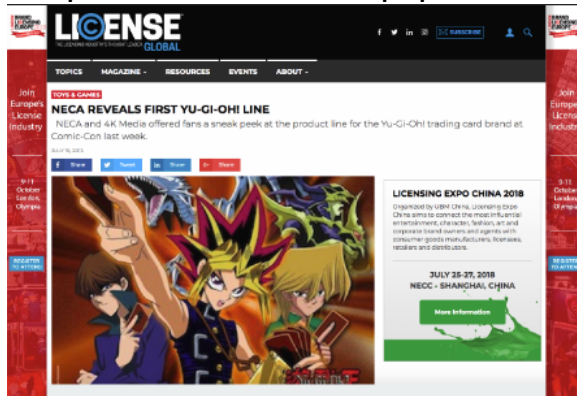
Site Skin Ad Specs & Instructions

Description

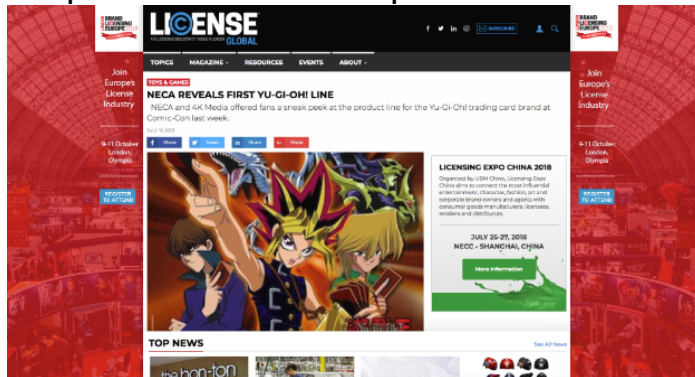
A Site Skin allows you to take over the entire background. Two creatives will be required to target the top 3 most popular screen resolutions.

Creative dimension	format	Screen resolution targeted	Photoshop template download URL
1346x925px	JPG, GIF	1366x768	http://oas.ubm.com/images/spec/psd/license_skin_1346x925.psd
1900x1020px	JPG	1920x1080, 1440x900	http://oas.ubm.com/images/spec/psd/license_skin_1900x1020.psd

Example of the Skin creative on laptop screen size 1366x 768



Example of skin creative on desktop screen size 1920x1080



Notes

- Max file size: 200KB
- 3rd party tags are not supported
- Tracking 1x1 pixel and click trackers accepted. Only one tracker will be used
- Flash is not supported
- HTML creative is not supported
- No animation

Instruction for 1346x925px creative

Photoshop template download

http://oas.ubm.com/images/spec/psd/license_skin_1346x925.psd

Safe Background - 1346px (green area):

- This should be the size of the background ad image (.jpg or .gif) you are providing to us. (Choose carefully based on image type for best compression result.) **This file may not be over 200KB.**
- It is 1346px wide. The green area of the PSD shows where your ad will line up in relation to our content and ad areas, which will sit on **top** of your background ad (described further in layers mentioned below).
- This area is whatever fits in the margins of the user's display on the most popular laptop with monitor resolution 1366x768px. Therefore that is a safe target, and gives you about 93px on each side.

Site Content and Guide

- PLEASE DO NOT include in your flattened background skin creative provided to us.
- This is an information layer which you can hide by tagging on and off, to see what will be covered by our site content once your ad is placed.

The image shows a screenshot of the License Global website with several annotations in red. A horizontal double-headed arrow at the top indicates a "Site layout width 1160px". On the left and right sides, vertical double-headed arrows indicate a "93px" margin. At the bottom, a large semi-transparent grey area is labeled "Creative Bleed Area (bottom 300px)" with a note: "The bottom 300px may not show on all screens, do not use this area for verbiage or call to action". The website content includes the License Global logo, navigation menu (TOPICS, MAGAZINE, RESOURCES, EVENTS, ABOUT), a featured article titled "NECA REVEALS FIRST YU-GI-OH! LINE" dated July 19, 2013, and a sidebar for "LICENSING EXPO CHINA 2018" on July 25-27, 2018 in Shanghai, China. Social media share buttons and a "REGISTER TO ATTEND" button are also visible.

Instruction for 1900x1020px creative

Photoshop template download

http://oas.ubm.com/images/spec/psd/license_skin_1900x1020.psd

Safe Background - 1440px (green area):

- It is 1440px wide. The green area of the PSD shows where your ad will line up in relation to our content and ad areas, which will sit on **top** of your background ad (described further in layers mentioned below).
- This area is whatever fits in the margins of the user's display on the second most popular desktop monitor resolution 1440x900px. Therefore that is a safe target, and gives you about 140px on each side.

Outside Safe Background - 1440px (blue area)

- This is an informational layer to show where your ad will show if it is outside the 1440px size. You may provide background images which are larger than the 1440px size or up to 1900px wide, note they still must fit the file size specifications. **File size may not be over 200KB.**

Site Content and Guide

- PLEASE DO NOT include in your flattened background and skin provided to us.
- This is an information layer which you can hide by tagging on and off, to see what will be covered by our site content once your ad is placed.

The image shows a screenshot of the License Global website with several annotations in red text and arrows indicating ad placement areas:

- Site layout width 1160px**: A red double-headed arrow spans the width of the main content area.
- 140px Europe's License Industry**: Two red arrows point to the width of the left and right sidebars.
- Creative Bleed Area (bottom 300px)**: A red box highlights the bottom portion of the page, with a note: "The bottom 300px may not show on all screens, do not use this area for verbiage or call to action".

The website content includes a header with the "LICENSE GLOBAL" logo, navigation tabs (TOPICS, MAGAZINE, RESOURCES, EVENTS, ABOUT), and a main article titled "NECA REVEALS FIRST YU-GI-OH! LINE" dated July 19, 2013. There are also social media share buttons and a sidebar for "LICENSING EXPO CHINA 2018" with a "REGISTER TO ATTEND" button.