AD SPECS

GENERAL REQUIREMENTS:

\\ Accepted file formats: GIF, JPEG, Rich Media & Third Party Served ads.

\\ Rich Media ads require the use of "clickTAG" in place of URLs. All Rich Media should be in compliance with Google specifications.

\\ HookandBullet.com uses DoubleClick for Publishers for ad serving. Internal redirects are preferred for third party ads housed in DoubleClick for Advertisers or other DFP instances.

\\ Full specifications for accepted DFP media types are available online.

\\ Ads in HookandBullet email newsletters cannot use Rich Media or Third Party Tags.

AD UNITS:

\\ **Medium Rectangle**

300 x 250 pixels, 100 kB, 15 seconds
Max file size 1 MB - Third Party accepted

\\ **Mobile Adhesion Unit**

360 x 90 pixels, 50 kB, 15 seconds
Max file size 500 kB; Third Party accepted

\\ **Double Billboard**

970 x 250 pixels, 100 kB, 15 seconds
Max file size 1 MB - Third Party accepted

\\ **Site Skin/Wallpaper**

2x 475 x 1200 pixels, 100 kB, No animation/video
Max file size 1 MB - Static image only, Third Party tracking URLs
 accepted Refer to HB's Site Skin .psd templates for building this unit

\\ **16:9 Pre-Roll Video (:15 and :30)**
.mov, .mp4, VAST tag, 30 MB
Max file size 30 MB; Third Party accepted

AD OPS CONTACT:

Ken | advertising@hookandbullet.com | Mobile phone number
 provided to active advertisers

SALES CONTACT:

Advertising Team | advertising@hookandbullet.com