theScore

MOBILE STANDARD BANNER

Required Assets				Guidelines
Component	File Type	Dimensions	Max File Size	All tags will display as 320x50
Image	JPG, PNG, GIF, PSD	320 x 50	50KB	We recommend raw assets delivered as 640 x 100

MOBILE RICH MEDIA EXPANDABLE

Required Assets				Guidelines
Component	File Type	Dimensions	Max File Size	**This unit is a 320 x 50 that expands to 320 x 568**
Start (closed)	Layered PSD, JPG or High-Res PNG	320 x 50	100KB	We recommend raw assets delivered as 640 x 100 and 640 x 1136
				Video - 480p minimum, 30 seconds maximum
Expanded (open)	Layered PSD, JPG or High-Res PNG	320 x 568	100KB	
				3rd party rich media vendors approved to run on our ad servers: Celtra, Crisp, Medialets, Phluant
Video	MP4, MOV, AVI	16:9 or similar aspect ratio	50MB	All tags to display as 320x50 expanding to 320x568

MOBILE NATIVE AD - STATIC

Required Assets				Guidelines
Component	File Type	Dimensions	Max File Size	
Ad Title (Headline)	Text	Max 25 Characters	-	1x1 click/impression Trackers Accepted
Ad Description	Text	Max 100 Characters	-	
Call to Action	Text	Max 15 Characters	-	All components are required
Hero Image	JPG or PNG	1200 x 627 pixels	100KB	
Icon/Logo	JPG or PNG	80 x 80 pixels	100KB	*Also available for iPad*

MOBILE NATIVE AD - VIDEO

Required Assets				Guidelines
Component	File Type	Dimensions	Max File Size	
Ad Title (Headline)	Text	Max 25 Characters	-	Ability to run VAST and 1x1 click/impression trackers
Ad Description	Text	Max 100 Characters	-	**VAST: video must be uploaded as MP4 format**
Call to Action	Text	Max 15 Characters	-	**VAST Tags containing FLA, AVI, 3GPP, SVF and MOV are NOT accepted**
				VPAID is NOT supported.
Hero Image	JPG or PNG	1200 x 627 pixels	100KB	Raw MP4 files are also accepted
Icon/Logo	JPG or PNG	80 x 80 pixels	100KB	All components are required
Video	MP4, MOV, AVI or VAST	16:9 or similar aspect ratio	50MB	*Also available for iPad*

CUSTOM MOBILE APP PRESENTER

Required Assets				Guidelines
Component	File Type	Dimensions	Max File Size	theScore team to optimize PSD files to match each of the various device sizes/resolution (iPhone 6, 5, 4, Android etc.).
Logo	EPS, JPG, PNG, PSD	800 x 800 pixels (minimum)	-	We request layered PSD assets that can accommodate a canvas up to 1242 x 2208 pixels
Full Page	Layered PSD	CUSTOM	-	**3rd party tracking NOT AVAILABLE for this unit**

DESKTOP LEADERBOARD

Required Assets				Guidelines
Component	File Type	Dimensions	Max File Size	
Image	JPG, PNG, GIF, PSD	728 x 90 pixels	40KB	Default GIF required for HTML and Flash Submissions (Flash Version 9 with clickTAG embedded).

DESKTOP BIG BOX

Required Assets				Guidelines
Component	File Type	Dimensions	Max File Size	
Image	JPG, PNG, GIF, PSD	300 x 250 pixels	40KB	Default GIF required for HTML and Flash Submissions (Flash Version 9 with clickTAG embedded).

DESKTOP WEB WRAP

Required Assets				Guidelines
Component	File Type	Dimensions	Max File Size	1x1 Click and Impression Trackers Accepted
Image	JPG, GIF, PSD	1800 x 2000 (maximum)	150KB	theScore to provide template

DESKTOP TAKEOVER

Required Assets				Guidelines
Component	File Type	Dimensions	Max File Size	
Leaderboard	JPG, PNG, GIF, PSD	728 x 90 pixels	40KB	
Big Box	JPG, PNG, GIF, PSD	300 x 250 pixels	40KB	Default GIF required for HTML and Flash Submissions (Flash Version 9 with clickTAG embedded).
Web Wrap	JPG, GIF, PSD	1800 x 2000 (maximum)	150KB	

IPAD LEADERBOARD

Required Assets				Guidelines
Component	File Type	Dimensions	Max File Size	Flash files are not supported on iOS
Image	JPG, PNG, GIF, PSD	728 x 90 pixels	50KB	Javascript tags not accepted

RICH MEDIA IPAD EXPANDABLE LEADERBOARD

Required Assets				Guidelines
Component	File Type	Dimensions	Max File Size	
Start (closed)	Layered PSD, JPG or High-Res PNG	728 x 90 pixels	80KB	The following 3rd party rich media vendors are approved to run on our ad servers: Celtra, Crisp, Medialets, Phluant.
Expanded (open)	Layered PSD, JPG or High-Res PNG	1024 x 644 pixels	80KB	Javascript tags not accepted

CUSTOM IPAD APP PRESENTER

Required Assets				Guidelines
Component	File Type	Dimensions	Max File Size	**3rd party tracking NOT AVAILABLE for this unit**
Logo	EPS, JPG, PNG, PSD	800 x 800 pixels (minimum)	-	

CREATIVE LEAD TIMES

RAW ASSETS	RICH MEDIA	3RD PARTY TAGS
7 BUSINESS DAYS	4 BUSINESS DAYS	2 BUSINESS DAYS