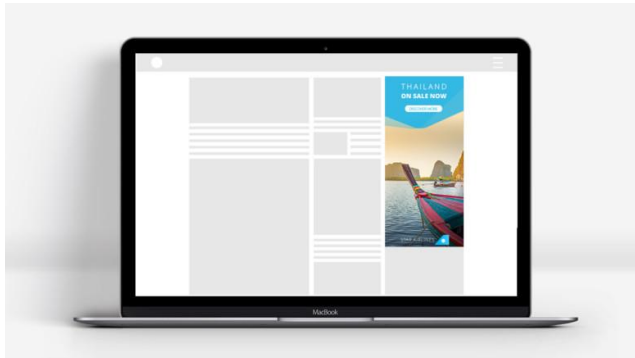


# SIDEPANELS



## Ad Specifications

Applies to both third-party and Tapt hosted.

<b>Dimensions</b>	1900×1000 (with a 970px wide non visible white space in the middle)
<b>Service Times</b>	Assets to be submitted at least 5 business days prior to campaign launch
<b>SSL Requirements</b>	All assets must be securely served (https://)
<b>Build Guidelines</b>	Key messaging must be presented in the top right 125×600 of the left panel and top left 125×600 of the right panel

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## Tapt Hosted

<b>Accepted Formats</b>	<ul style="list-style-type: none"><li>• JPG</li><li>• PNG</li><li>• GIF</li><li>• <i>Raw HTML5 files not supported</i></li></ul>
<b>File Size</b>	Maximum 200kb
<b>Additional Assets</b>	<ul style="list-style-type: none"><li>Click-through URL (required)</li><li>Third-party click tracker (optional)</li><li>Third-party impression tracker (optional)</li></ul>