

### Ad Format Specifications

Format	Size (WxH)	Weight	File Types
Leaderboard / Superbanner	728 × 90	150 kB	JPG, PNG, GIF, 3rd Party Tag, HTML5
Medium Rectangle	300 × 250	150 kB	JPG, PNG, GIF, 3rd Party Tag, HTML5
Skyscraper	120 × 600	150 kB	JPG, PNG, GIF, 3rd Party Tag, HTML5
Wide Skyscraper	160 × 600	150 kB	JPG, PNG, GIF, 3rd Party Tag, HTML5
Billboard	800 × 250 / 970 × 250	150 kB	JPG, PNG, GIF, 3rd Party Tag, HTML5
Half Page Ad	300 × 600	150 kB	JPG, PNG, GIF, 3rd Party Tag, HTML5
Poster Ad	375 × 680	150 kB	JPG, PNG, GIF
Mobile Ad	320 × 150 / 320 × 100	150 kB	JPG, PNG, GIF, 3rd Party Tag, HTML5
Wallpaper	1260 × 90, 160 × 600	150 KB each format	JPG, PNG, GIF, 3rd Party Tag, HTML5
Fireplace	1260 × 90, 160 × 600	150 KB each format	JPG, PNG, GIF, 3rd Party Tag, HTML5
Homepage Takeover	160 × 600   728 × 90   800 × 250 300 × 600, 300 × 250, 320 × 150	150 KB each format	JPG, PNG, GIF, 3rd Party Tag, HTML5

#### Tracking & Tags

##### Impression Tracking

All advertising formats support impression tracking through standard tracking tags.

##### 3rd Party Tags

We accept standard 3rd party ad serving tags including JavaScript tags, iframe tags, and image tags. Please ensure all tags are SSL-compliant (HTTPS).

#### HTML5 Guidelines

We are working with Google Ad Manager, please refer to our comprehensive HTML5 guidelines.

 [View HTML5 Guidelines >](#)

**Note:** All advertising materials must comply with HolidayCheck's brand guidelines and advertising policies. For questions or special requirements, please contact [adsolution@holidaycheck.com](mailto:adsolution@holidaycheck.com).