

MANDATORY FORMATS

Format	Size (width*height, px)	Max. weight
MPU	300*250 px	100 KB
Tablet & desktop leaderboard	728*90 px	100 KB
Mobile leaderboard	320*50 px	50 KB

OPTIONAL FORMATS (High Visibility)

Format	Size (width*height, px)	Max. weight
Large desktop leaderboard	970*90 px	100 KB
Billboard	970*250 px	150 KB
Double MPU	300*600 px	150 KB

File types accepted:

- JPG or PNG
- HTML5 (please embed DFP/GAM click tags and click-through URLs)
- GIF (if animated: 15 seconds max)

Tracking assets accepted:

- Third-party creatives (SSL compatible only)
- Click-trackers or UTMs
- Tracking tags



GUIDELINES (Please read carefully)

- Landing page to be live when provided
- All banners to include client's logo and readable text
- Banners with a white background require a black 1px border
- Banner variations will rotate throughout the length of promotion, not accepted to rotate by day/hour
- **POLITICO does not edit creatives**
- **We reserve the right to refuse material if not aligned with our guidelines**



SUBMISSION DEADLINE

- **3 working days before the campaign goes live (CET timezone)**