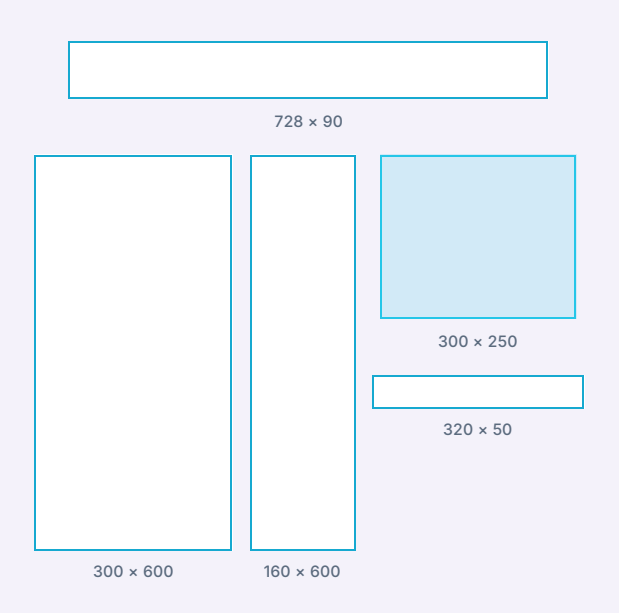
Standard Display & HTML5

Art and production specifications for creative delivery. Build to these pixel dimensions and submit the file types listed below.

SPECIFICATIONS



Five standard sizes, drawn to scale

300 × 250 also serves as the audio companion banner

Standard sizes	320×50, 300×250, 728×90, 160×600, 300×600
Accepted formats	JPG, GIF, PNG
Max file size	50 KB
Animation (standard)	15 seconds max, 3 loops
Third-party tracking	Click and impression
HTML5 standard	HTML5 (.zip), 200 KB IAB standard sizes
HTML5 rich media	200 KB initial, 1.1 MB polite load

CREATIVE GUIDANCE

300 × 250

Bold headline, six words or fewer. Logo top-left, CTA bottom-right. One focal image, no busy background.

728 × 90

Horizontal layout — logo left, message centre, CTA right. Nothing below 14px; readability drops fast at this height.

HTML5 builds

A static backup image is required on every build. Served by JavaScript or iFrame; rich media expands omnidirectionally.

BEFORE TRAFFICKING

Build to the exact pixel dimensions for the placement, keep one primary message and one clear CTA, and confirm **file format, file size, duration and animation limits** before the creative is trafficked.

Questions on the build?

Email your artwork or ask for a template — we'll check the file before it goes live.

844-799-LINK (5465)
creative@locallink360.com
locallink360.com