



Global Blue

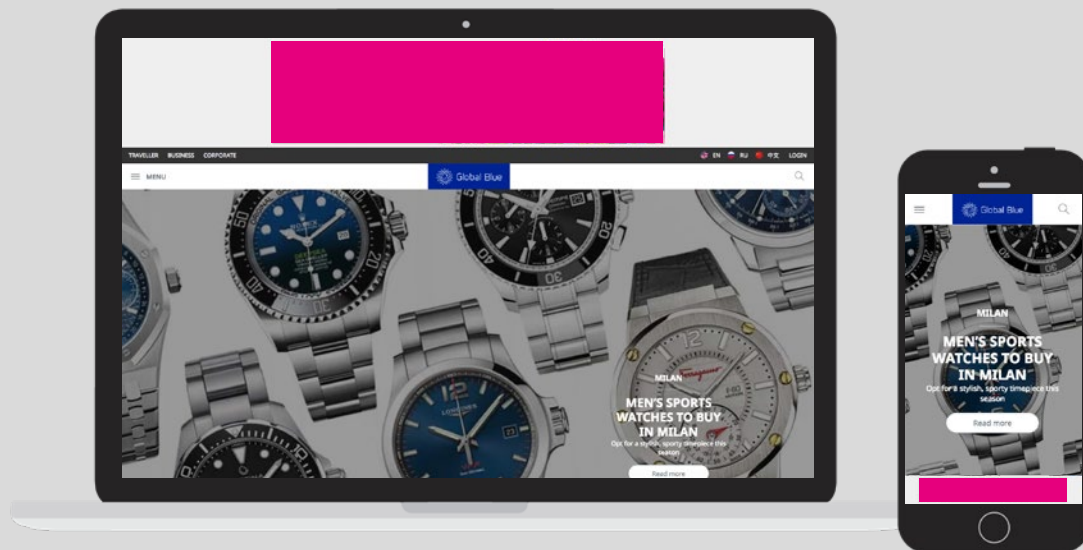
globalblue.com

Display advertising guidelines



<https://www.iabuk.com/member-directory/global-blue>

Leaderboard/billboard



Specifications

Dimensions:

- 970x250px (desktop - billboard)
- 970x90px (desktop - leaderboard)
- 728x90px (tablet)
- 320x50px (mobile)

File format:

- JPEG or animated GIF
- Maximum file size: 50kb

Click through URL
@2x files preferred

Positioning

- Top of the page -sticky (desktop)
- Bottom floating (mobile)

Available on all editorial pages across globalblue.com

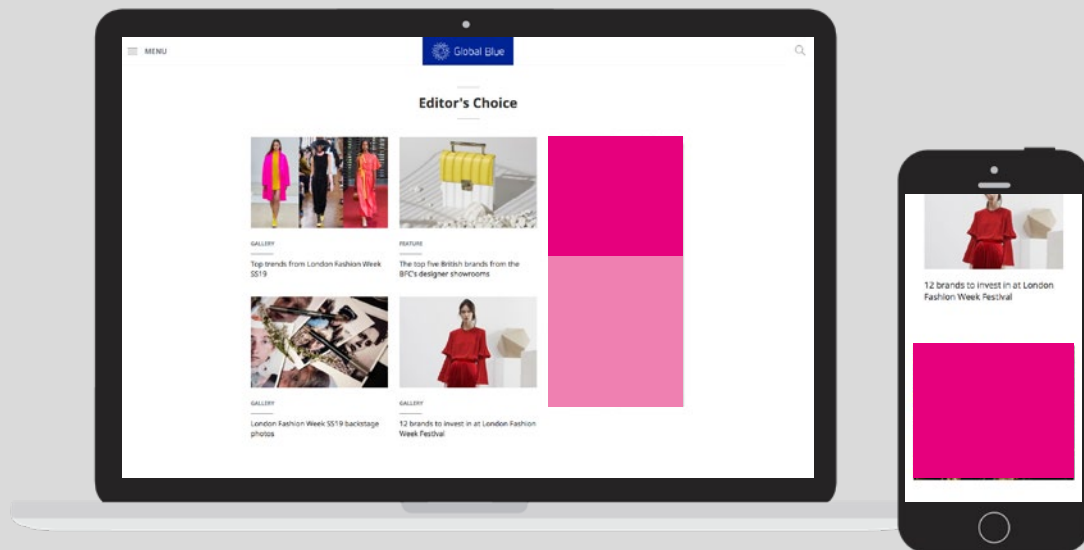
Examples:

<http://www.globalblue.com/destinations/uk/london/>

<http://www.globalblue.com/brands/specials/tommy-hilfiger/>

<http://www.globalblue.com/destinations/germany/hamburg/top-5-outdoor-bars-in-hamburg>

MPU/Double MPU



Specifications

Dimensions:

- 300x250px (mpu desktop, tablet and mobile)
- 300x600px (double mpu desktop, tablet and mobile)

File format:

- JPEG or animated GIF
- Maximum file size: 50kb

Click through URL
@2x files preferred

Positioning

- Midway down on summary pages, above the fold on article pages - sticky (desktop)
- Midway down the page (mobile)

Available on all editorial pages across globalblue.com

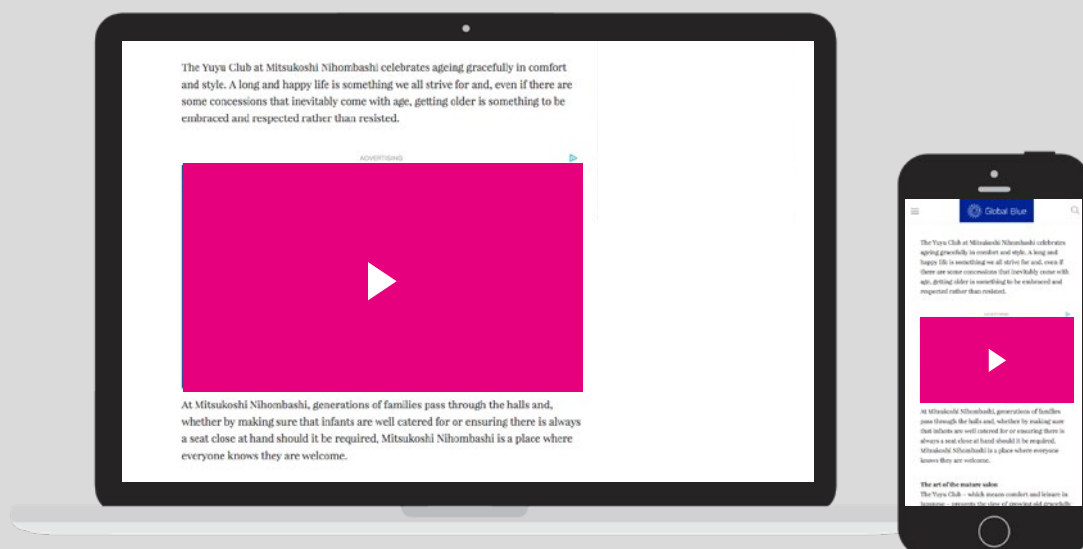
Examples:

<http://www.globalblue.com/destinations/uk/london/>

<http://www.globalblue.com/brands/specials/tommy-hilfiger/>

<http://www.globalblue.com/destinations/germany/hamburg/top-5-outdoor-bars-in-hamburg>

Video InRead



Specifications

Dimensions:

- 1920x1080 max
- 640x360 min

File format:

- MP4 or mov
- Maximum file size: 200Mb
- Static JPG or animated GIF
- Audio included (Sound off by default – the video will only be audible when the user interacts with it)

Length: 30sec max

Aspect ratio: 16:9 only (4:3 not supported)

Codec: any video codec except:

ProRes 4444, HDV720p60, Go2 Meeting 3&4, ER AAC LD, REDCODE

Click through URL

Positioning

- Positioned after the 2nd paragraph within a story article

Available on all editorial articles across globalbue.com

Detailed specs guidelines 1/2

All advertising formats

- File format: .jpg or .gif < 50 KB.
- Please supply creatives for all 3 leaderboard sizes. If any sizes are unavailable, our production team may resize them for you from those supplied.
- Chinese and Russian copy is far more effective than using English on our Chinese and Russian sites (Global Blue's translation teams can translate for you if required).
- We also recommend that click-through URLs target Chinese or Russian-language pages where possible.
- Gifs may be static or animated, so long as they do not exceed 50 KB.
- Acceptable Animation Length: 15-sec, 3x loops max, No Flash, avoid bright colour
- Ad unit content must be clearly distinguishable from normal web-page content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)
- Clickable hotspots not to exceed 25% of ad size
- In-appropriate content such as pornography, depictions of violence or themes related to prejudice are not tolerated and will not be put live
- Retail related, fashion or brand appropriate advertisements will be accepted after review by Global Blue Media
- We do not accept pop-up advertisements that take over the screen without the user interacting

Coalition of Better Advertising (CBA)

- Global Blue support the Coalition of Better Advertising and do not use any of the 12 formats identified as delivering a bad user experience as documented here: <https://www.betterads.org/standards/>
- We aim to provide a better user experience for our audiences & any advertising formats that do not meet the CBA standards are not permitted to be used on the Global Blue website(s).
- Please review the CBA guidelines prior to submitting advertising assets to Global Blue.

Brand Safety & Take Down Policy

In the unfortunate event that an ad is displayed on content that is considered inappropriate or not Brand Safe, Global Blue will remove this advert with no more than 24 hours within a working week. Upon raising this issue our ad-trafficking team will work directly with appropriate teams to remove any activity deemed in breach of contractual obligations. There is more detail on this specified within our [Brand Safety policy](#)

Detailed specs guidelines 2/2

Display ad formats

Ad unit	Device	Size in pixels (w x h)	Max file size
Billboard	Desktop and tablet (landscape)	970 x 250	50 KB
	Desktop and tablet (landscape)	970 x 90	50 KB
Leaderboard	Tablet (portrait)	728 x 90	50 KB
	Mobile	320 x 50	50 KB
MPU	All devices	300 x 250	50 KB
Double MPU	All devices	300 x 600	50 KB

Video InRead formats

Video format	Any
Resolution	Max 1920x1080 - Min 640x360 (720p recommended)
Max file size	200 MB
Length	Preferrably 10-30 seconds (additional cost for ads > 30s)
Aspect ratio	16:9 (4:3 not supported) - widescreen not recommended
Codec	Any video codecs except: ProRes 4444, HDV 720p60, Go2 Meeting 3 & 4, ER AAC LD, REDCODE
Sound	On - only when the user interacts with the video
URL redirect	Click command