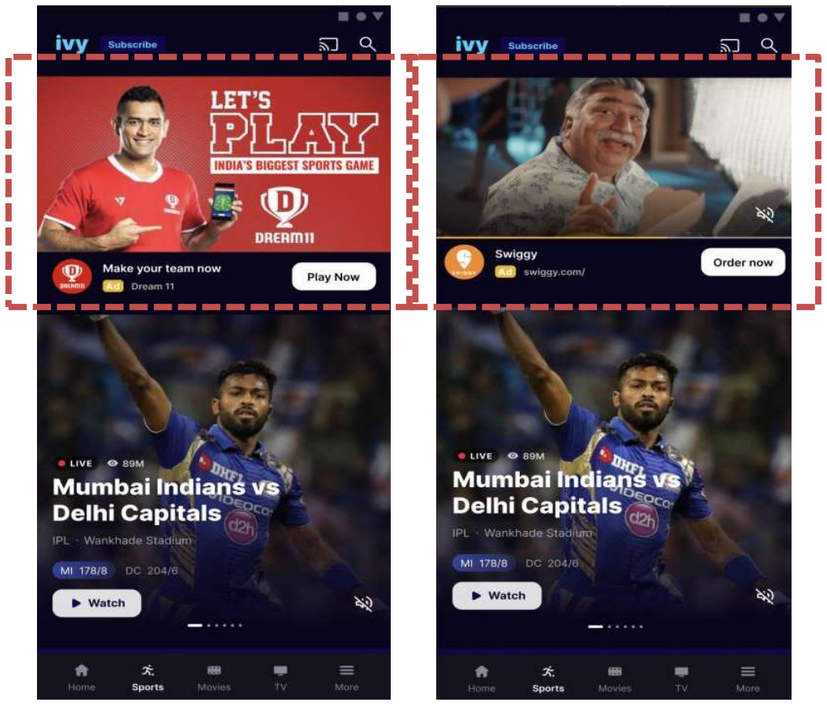
Display

1A. AD Unit – Masthead – HH+WEB

Banner ad on the top of every tab

Ad Formats	**Native, Native Video**
Deal Type	**Roadblock**
Supported Platforms	**Android, iOS, D-Web, M-Web**
Screens/Content	**Home + Sports**
Creative size/aspect ratio	**Native : 21:9 970*250, 1890*810**
3rd Party Tracking	**Yes**
Clickability	**Yes**
Targetability	**No**



D-Web

1A. AD Unit – Masthead – HH+WEB

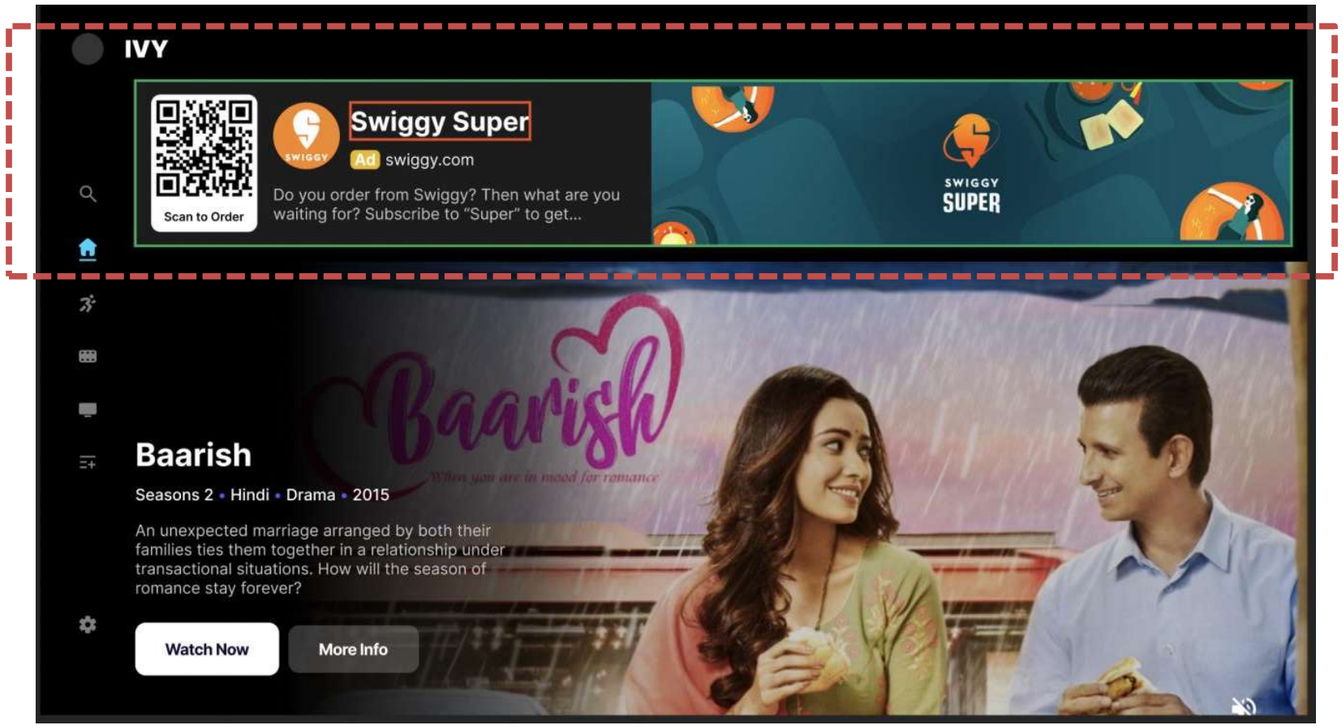
Composition	Creative Image, Ad Title, Ad Description, Advertiser Logo, CTA, Landing Page URL, Tracking Pixels Refresh Rate: 30 secs
Event Tracking	Impressions and Clicks (max 1 tracker for each supported)
Tracking Partners supported	Sizmek (Preferred Partner) DCM, Appsflyer, Branch, Singular,
Technical Specs	• File Type (Display): JPG, PNG, GIF • File Type (Video): MP4 • Creative Image Size: 1890*810 (Android, iOS, Mweb) , 970*250 (Dweb) • Supported Platforms: Android, iOS, Mweb, Dweb • File Size (Image): Upto 150KB • File Size and Duration (Video): Upto 100 MB and 30 sec • Ad Text: For Ad Title - Upto 25 characters. For Ad Description - No limit, first 25 characters display (No special characters allowed anywhere) • CTA text should be within 10 characters • Logo – 50 x 50 px (within 10kb)

Display

1B. AD Unit – Masthead - CTV

Banner ad on the top of every tab

Ad Formats	**Native**
Deal Type	**Roadblock**
Supported Platforms	**CTV**
Screens/Content	**Home + Sports**
Creative size/aspect ratio	**Native: 970x250**
3rd Party Tracking	**Yes**
Scan Capability (landing URL is rqd.)	**QR Scan**
Targetability	**No**



1B. AD Unit – Masthead – CTV

Composition	Creative Image, Ad Title, Ad Description, Advertiser Logo, CTA, Landing Page URL, Tracking Pixels Refresh rate: 30 secs
Event Tracking	Impressions (max 1 tracker supported)
Tracking Partners supported	Sizmek (Preferred Partner) DCM, Appsflyer, Branch, Singular,
Technical Specs	• File Type: JPG, PNG, GIF • Creative Image Size: 970*250 • Supported Platforms: Android TV, FireStick, LG TV, Samsung TV, Apple TV, STB • File Size: Upto 150KB • Ad Text: For Ad Title - Upto 25 characters. For Ad Description - No limit, first 25 characters display (No special characters allowed anywhere) • Logo – 50 x 50 px (within 10kb)