



Advertising specifications

v6.6 | September 2025



Astro roadblocks

The following are required creative sizes in order to run a Astro Roadblock flight/campaign:

AstroBoard (desktop)

Expanded Safe area 970 x 250px

Collapsed Safe area 970 x 90px

AstroBoard (mobile)

Expanded Safe area 350 x 125px

Collapsed Safe area 350 x 50px

Leaderboard

Formats JPEG/GIF/PNG/HTML5

Creative size .. 728 x 90px

File size 50KB max

Half page

Formats JPEG/GIF/PNG/HTML5

Creative size .. 300 x 600px

File size 100KB max

MPU

Formats JPEG/GIF/PNG/HTML5

Creative size .. 300 x 250px

File size 50KB max



AstroBoard expanded (desktop)



AstroBoard expanded (mobile)



AstroBoard Units will run alongside either a 728x90, 300x250 or 300x600, depending on site setup



AstroBoard assets

In order to create a custom AstroBoard unit, Publisher Collective must receive all assets listed below at least seven working days before the campaign launch:

- Any key art PSDs
- All relevant fonts, as well as any brand guidelines we should adhere to for usage
- PNG/AI/EPS logo for the game/product
- PNG/AI/EPS logo for any developers or publishers you wish to include
- PNG/AI/EPS logos for any age ratings and game platforms
- Call to action to include on the unit, or any relevant CTA buttons
- Any legal lines/small print required to go on the expanded AstroBoard
- Any high-res screenshots available
- PNG art of characters
- Video to include in the unit, maximum of 30 seconds. A 15 second video is preferable to ensure the final ad size falls under 4MB in line with Google Heavy Ad Intervention, this will allow us to set the video to autoplay. Alternatively the video will be set to click to play
- An MP4 is preferable but we can also download from YouTube



**AstroBoard expanded
(desktop)**



**AstroBoard expanded
(mobile)**



Universe Takeovers will run with an AstroBoard Unit, alongside a number of 970x250, 728x90, 300x250 & 300x600 banners, depending on site setup

On request

Photoshop templates

AstroBoard_MiniVideo_Centre_May24.psd
AstroBoard_MiniVideo_Left_May24.psd
AstroBoard_MiniVideo_Right_May24.psd

Publisher Collective | Advertising specifications | v6.6



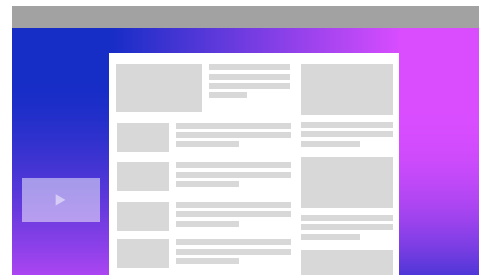
Solar Skin assets

In order to create a custom Solar Skin, Publisher Collective must receive all assets listed below at least seven working days before the campaign launch:

- Any key art PSDs
- All relevant fonts, as well as any brand guidelines we should adhere to for usage
- PNG/AI/EPS logo for the game/product
- PNG/AI/EPS logo for any developers or publishers you wish to include
- PNG/AI/EPS logos for any age ratings and game platforms
- Call to action to include on the unit, or any relevant CTA buttons
- Any legal lines/small print required to go on the bottom-right of the skin
- Any high-res screenshots available
- PNG art of characters
- Optional video to include in the billboard version, maximum of 6 seconds, and under 4MB in line with Google Heavy Ad Intervention, this will allow us to set the video to autoplay
- An MP4 is preferable but we can also download from YouTube



Solar Skin - billboard



Solar Skin - leaderboard



This solution is desktop only. JPG guide can be downloaded below. This is useful to reference what sort of assets to supply, even if we are creating the Solar Skin for you

On request

Photoshop template

SolarSkin_Rail_Video_June24.psd

Download

JPG guide

SPEC_SolarSkin_Rail_Video_June24.jpg



Solar Skin instructions

In order to create a custom Solar Skin the following guidelines must be adhered to

A - BACKGROUND

- 1500x1040px wallpaper with no text, CTA or logos.
- NB This can be clipped as the artwork responds to the size of the browser
- uploaded as flat JPG

B - BILLBOARD

- 970x250px with no video. This area can accommodate transparent logos, CTA and text
- uploaded as transparent PNG

C - LEFT/RIGHT

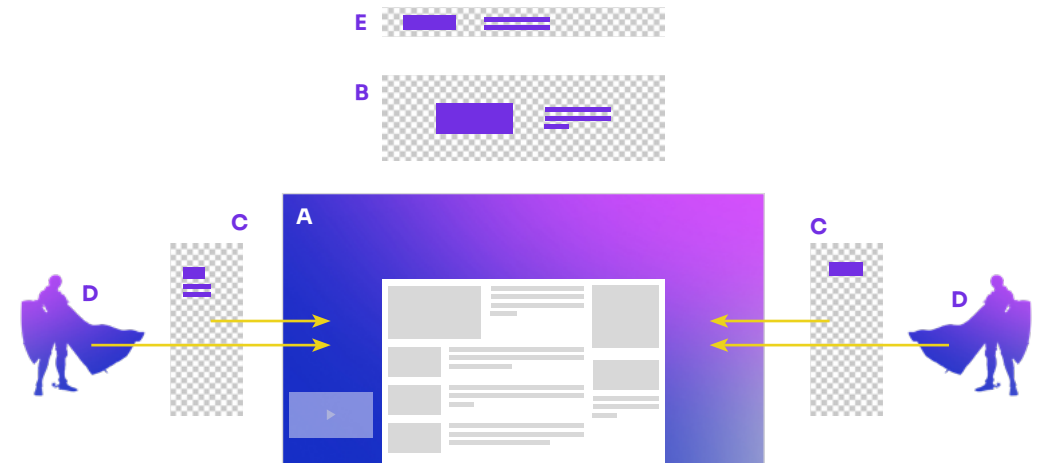
- 220x520px footprint with video (left only). This area can accommodate transparent logos, CTA and text
- uploaded as transparent PNG
- this can slide in as a user scrolls

D - KEYART

- uploaded as transparent PNG
- this can slide in as a user scrolls

E - LEADERBOARD

- 970x90px with no video. This area can accommodate transparent logos, CTA and text
- uploaded as transparent PNG



On request

Photoshop template

SolarSkin_Rail_Video_June24.psd

Publisher Collective | Advertising specifications | v6.6



Solar Mobile assets

In order to create a custom Solar Mobile unit, Publisher Collective must receive all assets listed below at least seven working days before the campaign launch, this includes suitable key art to create companion ads, or the ads themselves

- Any key art PSDs
- All relevant fonts, as well as any brand guidelines we should adhere to for usage
- PNG/AI/EPS logo for the game/product
- PNG/AI/EPS logos for any age ratings
- Call to action to include on the unit, or any relevant CTA buttons
- PNG art of the characters

Companion ad spec

Mobile Leaderboard

Formats JPEG/GIF/PNG/HTML5

Creative size .. 320 x 50px

File size 35KB max

MPU

Formats JPEG/GIF/PNG/HTML5

Creative size .. 300 x 250px

File size 50KB max



Solar Mobile unit



Solar Mobile units will run alongside either a 300x250 or 320x50, depending on site setup

On request

Photoshop template

SolarMobile_March24.psd

Publisher Collective | Advertising specifications | v6.6



Mixed banners

For mixed banner flights/campaigns we can run any mixture of the following:

Billboard

Formats JPEG/GIF/PNG/HTML5

Creative size .. 970 x 250px

File size 100KB max



Billboard

Leaderboard

Formats JPEG/GIF/PNG/HTML5

Creative size .. 728 x 90px

File size 50KB max



Leaderboard

Half page

Formats JPEG/GIF/PNG/HTML5

Creative size .. 300 x 600px

File size 100KB max each



Half page

MPU

Formats JPEG/GIF/PNG/HTML5

Creative size .. 300 x 250px

File size 50KB max



MPU

Mobile leaderboard

Formats JPEG/GIF/PNG/HTML5

Creative size .. 320 x 50px

File size 35KB max



Video

Provided videos must be created to the following specifications:

Local hosted file size

Minimum resolution	640 x 360px
Maximum resolution	1920 x 1080px
Maximum file size	30MB on desktop and 10MB on mobile, file will be compressed further while serving
Maximum video length	30 seconds, must be skippable within 10 secs

VAST redirects file size

Recommended file size	1.6MB per minute
Maximum file size	5MB
Minimum VAST version	3.0
Maximum video length	30 seconds, must be skippable within 10 secs

Technical specifications

Formats	MPEG4/MP4, MOV, AVI, FLV, VAST redirect
Frames per second	30
Recommended Video bitrate	12-30 Mbps
Recommended Audio bitrate	92 kbps
Video codec	H264
Audio codec	AAC



VAST hosted files must be skippable. We may pause video campaign if the video ads are non skippable. VPAID tags are not accepted



Instream/Outstream video



InRead video



Additional specifications

Specifications for additional formats such as HTML5 banners and third party tags:

HTML5 banners

Creative sizes 970 x 250px, 728 x 90px, 300 x 600px, 300 x 250px

File size (zip folder) 200KB max

- Must be GAM (Google Ads Manager) compatible when built in GWD or other similar programs
- Must contain a click-tag built into the zip file

Third party tags

Creative sizes 970 x 250px, 728 x 90px, 300 x 600px, 300 x 250px

File size (billboard/970 x 250px) Max initial load size 200KB, subsequent polite load 1MB

File size (all other sizes) Max initial load size 200KB, subsequent polite load 300KB

- Sizmek click-tracking cannot be used in combination with HTML5 banners, however impression tracking can
- Must be clearly labelled in conjunction with RFP or Publisher Collective IO



HTML5 banners and third party tags must be https compliant



Contacts

If you have any questions please get in touch with our team or email us at delivery@publisher-collective.com



Izzie Johnson
Senior Ad Ops Manager
isabelle.johnson@publisher-collective.com

v6.6 last updated by Natalie Miller September 2025

[Download](#)

Service level agreement
[Service_Level_Agreement_v6.0.pdf](#)

Publisher Collective | **Advertising specifications** | v6.6