



# DELIVERY SPECIFICATIONS

Magazines (WxH in mm.)		(WxH in mm.)	
2/1 page	394 x 267 + 3mm bleed	1/3 page	172 x 78   55 x 245
1/1 page	197 x 267 + 3mm bleed	1/4 page	172 x 58   84 x 120
1/2 page	172 x 120   84 x 245		

**Deadline: 4 weeks before publishing date**

## Way of supply material

Certified PDF is the standard of Misset for supplying material. Certified PDF is required for a reliable and verifiable exchange of files between advertiser and Misset. For supplying material and for specific queries you can contact our team at: [traffic.international@misset.com](mailto:traffic.international@misset.com)

Websites (WxH in pixels)		Mobile	(WxH in pixels)
Leaderboard	728 x 90 max. 100kB   .GIF, .JPG, .PNG or HTML5	320 x 240	.GIF, .JPG, .PNG or HTML5
Billboard	970 x 250 max. 100kB   .GIF, .JPG, .PNG or HTML5		
Large rectangle	336 x 280 max. 100kB   .GIF, .JPG, .PNG or HTML5		
Halfpage	336 x 600 max. 100kB   .GIF, .JPG, .PNG or HTML5		
Advertorial	Max. 200 characters incl. spaces; header, body and payoff + logo 80 x 80 pixels wide   .GIF, .JPG   + URL		
Logolink	2x 40 characters incl. spaces and logo   image 60 x 30 pixels   .GIF, .JPG or .PNG   + URL		
Roadblock	Combination of Leaderboard/Billboard and Large rectangle/Halfpage		
Blockbuster	550 x 150 pixels   .JPG, .PNG   +URL		

**Deadline: 5 days before start campaign**

## Newsletters (regular, focus & event newsletter)

Advertorial	350 characters + image (approx. 225 x 150 pixels) + URL
Blockbuster	660 X 180 pixels / .JPEG, .PNG (not animating) + URL
Sponsored articles	Please consult <a href="mailto:salessupport@misset.com">salessupport@misset.com</a> for the exact specifications

**Deadline: 5 days before publishing date**

## WeChat

Display banner	1000 x 556 pixels
Sponsored article	At least 4,000 characters incl. spaces and minimal one high resolution image.

**Deadline: 2 weeks before publishing**

## Questions?

For supplying material and for specific questions contact: [salessupport@misset.com](mailto:salessupport@misset.com)