





Standard iAB (Static image creatives)

DESKTOP	MPU	Double MPU	Leaderboard	Super Skyscraper
Dimensions (WxH)	300x250	300x600	728x90	160x600
Max File Size	150Kb	250Kb	150Kb	150Kb
Ad Format	JPEG, PNG, GIF	JPEG, PNG, GIF	JPEG, PNG, GIF	JPEG, PNG, GIF
Example				

Requirements

- SSL compliant redirects.

Notes





- Available on desktop only.

Assets must be supplied a minimum of 5 working days prior to going live.

If the route targeted is generic (eg.: DE to IT) also generic creative must be provided to Skyscanner.

Source: <https://www.partners.skyscanner.net/advertising/skyscanner-advertising-specifications>

Standard iAB (3rd party served tags)

DESKTOP	MPU	Double MPU	Leaderboard	Super Skyscraper
Dimensions (WxH)	300x250	300x600	728x90	160x600
Max File Size	450Kb	600Kb	450Kb	450Kb
Max Initial Load	150Kb	200Kb	150Kb	150Kb
Max Polite Load	300Kb	400Kb	300Kb	300Kb
Max CPU utilisation	30%	30%	30%	30%
Ad Format	3rd party tags	3rd party tags	3rd party tags	3rd party tags
Example				

Requirements

- SSL compliant redirects.
- Wrapped tags not accepted.
- Safe frame compliant.
- No flash creatives accepted.
- To format click tags, use the "click tag" variable for storing the click destination as shown in the following example: `var clickTag = www.example.com` whether handled by anchor tags (`<a>`), `window.location`, `window.open`, or any other method of navigating the user.
- For HTML5 creatives, a .gzip bundle should be provided. The click through URL should not be hard-coded.
- For animations and video, max 3 loops at 15fps is recommended for performance but rates up to and not exceeding 25 fps will be accepted.

Notes

- Available on desktop only.

Assets must be supplied a minimum of 5 working days prior to going live.

If the route targeted is generic (eg.: DE to IT) also generic creative must be provided to Skyscanner.

Source: <https://www.partners.skyscanner.net/advertising/skyscanner-advertising-specifications>