

Media Kit

Ad specs



Born from

lastminute.com

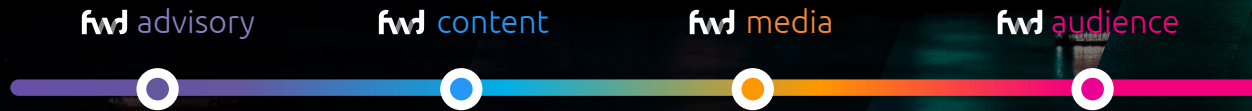
About us



is the media/marketing division
born from lastminute.com

that offers **digital integrated marketing campaigns**
for travel, to accelerate tourism worldwide.

We represent lastminute.com's marketing and media proposition,
as a brand, a publisher and a media agency all in one.



IAB standard

Format	Dimensions (W×H px)	Delivery formats	Available for	Website available	Category	Desktop	Tablet	Mobile	File size	File size Rich media	HTML5	Looping restriction	Animation restriction	Audio / Video accepted
MPU	300x250					•	•	•	desktop: 60kb mobile: 80kb					
Half page Ad	300x600					•	•	•					desktop Yes	YES
Skyscraper	120x600			lastminute.com	ROS	•	•		60kb	Max Initial File Load Size 100KB			15 seconds Max; 18fps	Must be user initiated,
Skyscraper	160x600	.gif .jpg HTML5 Rich media Redirect	Direct sales Programmatic	bravofly volagratis rumbo weg.de Viajar Jetcost		•	•		60kb		Zipped file only max allowed weight 150 KB	4 Max		polite download with audio muted.
Leaderboard	728x90					•	•		60kb	Max Polite File Load Size 150KB			mobile Yes	Max Video Length: 30-sec
Wide Leaderboard	970x90				Main pages	•	•						15 seconds Max; 24fps	
Masthead	970x250				Main pages only (No search results)	•	•		100kb					

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Skin formats

Format	Dimensions (W×H px)	Delivery formats	Available for	Website available	Category	Desktop	Tablet	Mobile	File size	File size Rich media	Looping restriction	Animation restriction	Audio / Video accepted
Skin				lastminute.com	Homepage, City Breaks, Flights, Flight+Hotel, Holidays, Theatre	•							
Skin				Volagratis	Holidays, Homepage, City Breaks, Flights, Flight+Hotel	•							
Skin	1200x600	.png	Direct sales	Rumbo	Homepage, Flights, Self-catering, Hotel, Holidays, Packages, Lastminute	•			200kb	n/a	n/a	n/a	n/a
Skin				Bravofly	Homepage, Flights, DP, Hotel, Holiday, Weekend, Train+Hotel, Circuits	•							
Skin				Viajar	Homepage, Flights, DP, Hotel, Holiday, Weekend, Lastsecond	•							
<i>* Middle transparent space (opacity 0): 820px // PNG only</i>													
Skin	1618x1000	.png	Direct sales	SnowForecast	Resort Pages	•			200kb	n/a	n/a	n/a	n/a
<i>** Middle transparent space (opacity 0): 1218 px // PNG only</i>													
Skin	1558x1000	.png	Direct sales	SnowForecast	resort_hybrid Pages	•			200kb	n/a	n/a	n/a	n/a
Takeover	Leaderboard + Skin or Half page Ad + MPU												
Booking confirmation page	Desktop: 2 laterals 160x600/120x600/300x600 Tablet: 728x90 Mobile: 300x600 or 300x250												

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Rich media

Format	Dimensions (W×H px)	Delivery formats	Available for	Desktop	Tablet	Mobile	File size	Looping restrictions	Animation restriction	Audio / video accepted	Expandable dimensions	Expendables approved for sections	Click in/out
Interscroller/Parallax	300x600	.jpg .gif	Direct sales		•	•	Max Initial File Load Size 40KB	n/a	n/a	n/a	n/a	n/a	in
Swiper	300x250	HTML5			•	•							
3D Rotating Masthead	970x250	HTML5		•	•	•	Max Polite File Load Size 100KB	4 Max	Yes 15 seconds Max; 18fps	Yes must be user initiated, polite download with audio muted.			
3D Rotating Cube	300x250	HTML5		•	•	•							
Spinner	300x250	HTML5		•	•	•				Max video length: 30 seconds			
Proximity targetings	320x480 300x250 300x50	HTML5				•	•						

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Native ads

Format	Dimensions (W*H px)	Delivery formats	Available for	Website available	Desktop	Tablet	Mobile	File size	Main CTA	CTA
Merchandise (Native)	500x277	.jpg	Direct sales	LM, Rumbo, Volagratis	•		•		n/a	n/a
High impact image	1368x560				•		•		n/a	n/a
Background images	2000x618				•		•		n/a	n/a
Dynamic text	-				•				n/a	n/a
Branded header	2000x618				LM UK - excluding "Villas"	•			n/a	n/a
Branded header	2000x618				Rumbo, Volagratis	•	•		n/a	n/a
Hero Carousel banner	1920x415				LM, Rumbo, Volagratis, Bravofly	•	•		250kb	max 35 characters [spaces included]

All formats produced by in-house Media Production

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Slash format

Format	Dimensions (W×H px)	Delivery formats	Available for	Website available	Category	Desktop	Tablet	Mobile	File size	File size Rich media	HTML5	Looping restriction	Animation restriction	Audio / Video accepted
Slash MPU	2 files 300x250					•	•	•	desktop: 60kb mobile: 80kb					
Slash Half page Ad	2 files 300x600					•	•	•						
Slash Skyscraper	2 files 120x600				ROS	•	•		60kb					
Slash Skyscraper	2 files 160x600	.gif .jpg .png	Direct sales	LM Bravofly Volagratis Rumbo Viajar Weg		•	•		60kb	n/a	n/a	n/a	n/a	n/a
Slash Leaderboard	2 files 728x90					•	•		60kb					
Slash Wide Leaderboard	2 files 970x90				Main pages	•	•							
Slash Masthead	2 files 970x250				Main pages only (No search results)	•	•		100kb					

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Email communication

Format	Dimensions (W×H px)	Delivery formats	Website available	Targeting	Desktop	Tablet	Mobile	File size
Standalone/ Solus - LM	<p>Subject Line: the recommended length for a complete view in all devices is max. 40 characters (spaces included)</p> <p>Preheader (recommended): max characters 40-50, spaces included</p> <p>Header: max characters 30-35 (spaces included)</p> <p>Subheader (recommended): maximum number of characters 135 (spaces included)</p> <p>Image: 690x370px</p> <p>Body copy: ideal number of characters included between 300 and 500, all in one paragraph</p> <p>CTA: max characters 10-15 (spaces included)</p>	<p>Static .jpg, .png</p> <p>non-standard horizontal format</p>	all brands	brand, audience segments	•	•	•	150kb
Confirmation email	650x180			per brand & category (flights or DP/hotel)	•	•	•	
Newsletter	300x250			per newsletter brand only	•	•	•	

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Social media | Facebook & Instagram

Format	Dimensions (W×H px)	Image ratio	Desktop	Tablet	Mobile	Text	Headline	News feed description	Notes
IMAGE									
FB Newsfeed	1080x1080	1,9:1	•	•		90 characters incl. spaces	25 characters incl. spaces	30 characters incl. spaces	Images that consist of more than 20% text may experience reduced delivery.
IG Newsfeed			•	•					
IG Stories	1080x1920	-			•	-	-	-	-
CAROUSEL									
FB Newsfeed	1080x1080	1:1	•	•		125 characters incl. spaces	25 characters incl. spaces	20 characters incl. spaces	Images that consist of more than 20% text may experience reduced delivery.
IG Newsfeed			•	•		90 characters incl. spaces	1-2 lines (depending on length)	-	
IG Stories	1080x1920	-			•	-	-	-	-
VIDEO									
FB Newsfeed	Same ratio as video - image should less than 20% text included	9:16 to 16:9	125 characters incl. spaces	25 characters incl. spaces	30 characters incl. spaces	125 characters incl. spaces	25 characters incl. spaces	30 characters incl. spaces	Video thumbnail images that consist of more than 20% text may experience reduced delivery.
IG Newsfeed									
IG Stories	1080x1920, ensure key elements appear within a 1080x1420 title-safe area.	-			•	-	-	-	-

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Additional information

We can ONLY ACCEPT 3rd creative tags / tracking from the ad technology providers mentioned in following list.

Please note that all calls made within the 3rd creative tag / tracking must come from ad technology providers included in this list.

PROVIDERS LIST									
Google	Akamai	Centro	EASYmedia	hurra.com	Manage.com	Oath	Relay42	Smartology	Smart
Aarki	Amazon	Cint	eBay	IBM	numberly	Objective Partners	Remerge	Sociomantic	Vimeo
Adacado	Amobee	Clinch	ebuilders	Ignition One	MBR Targeting GmbH	Omnicom Media Group	Resonate	Sojern	Virtual Minds
Adara Media	Analights	Cloud Technologies	Effinity	Impact	MediaMath	On Device Research	RevJet	Sovrn	Vodafone GmbH
AdClear	AppLovin Corp.	Cloudflare	emetriq	Index Exchange	Meetrics	OneTag	RhythmOne LLC	Spotad	Waystack
ADEX	AppNexus	Commanders Act	Ensignten	Infectious Media	MindTake Research	OpenX Technologies	RN SSI Group	SpotX	Weborama
Adform	Arrivalist	comScore	Essens	Innovid	Mobitrans	Optomaton	Roq.ad	TabMo	White Ops
Adikteev	AudienceProject	Conversant/CJ Affiliate	ESV	Integral Ad Science	Mobpro	Oracle Data Cloud	RTB House	Taboola	Widespace
AdLedge	Aunica	Crimtan	Evidon	intelliAd	Moloco Ads	OTTO	Rubicon Project	usemax (Emego GmbH)	WPP
Adloox	Avocet	Criteo	Exactag	Interpublic Group	MSI-ACI	PERMODO	Salesforce DMP	Teads.TV	Yieldr
Adludio	Batch Media	CUBED	Exponential	Jivox	Nano Interactive	Pixelate	Scenestealer	TEEMO	ZMS
AdMaxim	Celtra	DataXu	Facebook	Kantar	Navegg	Platform161	Scoota	The Trade Desk	TACTIC™ Real-Time Marketing
Admedo	Beeswax	Delta Projects	Flashtalking	Kochava	Neodata Group	PMG	Seenthis	Tradedoubler	True Ultimate Standards Everywhere Inc.
Admetrics	Betgenius	Demandbase	Fractional Media	LifeStreet	NEORY GmbH	Protected Media	Semasio GmbH	Travel audience	Refined Labs
affilinet	Bidswitch	DENTSU	FUSIO BY S4M	Liftoff	Netflix	Publicis Groupe	SFR	TreSensa	Marketing Science Consulting Group, Inc.
AdRoll, Inc.	Blismedia	Dentsu Aegis Network	Gemius	LiveRamp	Netquest	PubMatic	Sift Media	TripleLift	Nordic Factory Solutions AB
AdTriba	Bombora	Digiseg	CfK	Localsensor	Neuralone	PulsePoint	Simplifi	TruEffect	Havas Media France - DBI
advanced STORE GmbH	Booking.com	DMA Institute	GP One	LoopMe	Neustar	Quantcast	Sizmek	Turbobytes	Distillery
Adventori	C3 Metrics	DoubleVerify	gskinner	Lotame	Nielsen	Rackspace	Smaato	UDG	BDSK Handels GmbH & Co. KG
advolution.control	Cablato	DTS	Haensel AMS	Macromill group	MainADV	Rakuten Marketing	Smadex	Videology	Adobe Advertising Cloud

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Thank you.

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