

OVERLAY

Overview

The Overlay is a premium advertising unit that briefly appears when a user first visits the site, overlaying the top content of the page with a subtle framing effect.

- The Overlay offers advertisers a strong promotional opportunity.
- It runs across all four breakpoints, covering both desktop and mobile users.



Availability



Premium Formats

OVERLAY

Technical SPECS

PROFILE	XL	L	M	S
DIMENSIONS	924X545	924X545	728x425	320x356 (Standard) 640x712 (2x Density)
FILE SIZE	<200k	<200k	<100k	<200k
SUPPORTED FILE TYPES	PNG, JPG	PNG, JPG	PNG, JPG	PNG, JPG
THIRD- PARTY SERVING	No	No	No	No
THIRD – PARTY TRACKING	Yes	Yes	Yes	Yes
VIDEO	Not Accepted	Not Accepted	Not Accepted	Not Accepted

*Double-density creative content is recommended for all mobile creatives to ensure image clarity on high-resolution screens.

HTML5 Requirements

- HTML5 is not accepted. Only static images are allowed.

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Guidelines

Animation / Ad Behavior Guidelines	• The Overlay must collapse 8 seconds after automatic expansion. • A close button will be added automatically—do not include one in the creative design. • The 8-second countdown timer and the close button will align with the top of the creative when published on the live site. • Animations are not allowed in this unit. Only static creatives are accepted.
Delivery Limits	Auto-expansion must be limited to once per user per day.
Third Party Tags	The Overlay must be served internally; this ad unit cannot be served by an external vendor.
Delivery Deadline	Testing and approval require five business days.
Video (Optional)	Videos are not allowed in this unit.
HTTPS Compatibility	All creative content, including third-party tags and tracking tags, must use a secure protocol (HTTPS). Any non-secure creative content will be returned for revision.
Additional Information	This unit is only available on the Homepage and on the section front pages of the site.