

KHL Group

Client Remarketing Campaign Specifications

Remarketing Campaigns

Remarketing works by dropping an anonymous browser cookie (with permission) on visitors to a KHL website. Later, when the cookied visitors browse the web, the cookie will determine when to serve ads.

There are two ways to provide the campaign creatives - create your own or use the Google Automated Creator. For any queries, please email digital@khl.com and one of the team will be happy to help.

Please supply:

- Destination URL (If you have multiple landing pages, please clearly state which URL you would like with which creative)
- Geographic targeting (countries to include OR exclude)
- Target language (if not English)
- The KHL website(s) audience you are targeting



Target our audience with your message.

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Supply your own creative

To supply your own creatives, please use the following specifications. You can supply as few or as many sizes as you require. Please note the maximum file size and the GIF specifications.
For further advice, please contact digital@khl.com

Formats	GIF, JPG, PNG
Max. size	150 KB
Square and rectangle	
200 x 200	Small square
240 x 400	Vertical rectangle
250 x 250	Square
250 x 360	Triple widescreen
300 x 250	Inline rectangle
336 x 280	Large rectangle
580 x 400	Netboard
Skyscraper	
120 x 600	Skyscraper
160 x 600	Wide skyscraper
300 x 600	Half-page ad
300 x 1050	Portrait

Leaderboard

468 x 60	Banner
728 x 90	Leaderboard
930 x 180	Top banner
970 x 90	Large leaderboard
970 x 250	Billboard
980 x 120	Panorama

Mobile

300 x 50	Mobile banner
320 x 50	Mobile banner
320 x 100	Large mobile banner

Animated ads (GIF)

Animation length must be 30 seconds or less.
Animations can be looped, but the animations must stop after 30 seconds.
Animated GIF ads must be slower than 5 FPS.



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Use Google Automate Creator

Google Automated Creator does not require you to provide the creatives. Instead, you supply the text, images and a logo and Google will create different sized adverts for you. The adverts will automatically match the style of the page they are displayed on, so fonts and text sizes will change.

Image

Landscape	1200 x 628 recommended. Min: 600 x 314
Square	1200 x 1200 recommended. Min: 300 x 300

Logo

Landscape	1200 x 300 recommended. Min 512 x 128
Square	1200 x 1200 recommended. Min 128 x 128

Text

Short headline	Max 30 characters. Up to 5 different headlines
Long headline	Max 90 characters
Descriptions	Max 90 characters. Up to 5 different descriptions
Business name	Max 25 characters

Images must be good quality and less than 20% text.
Text must not include excess capitalisation or punctuation, misleading or inflammatory claims. The KHL Digital Team will contact you if any of your assets are unsuitable for the Google platform.



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