

BBC.COM									
PLACEMENT	LEADER BOARD	OPA PUSH-DOWN BANNER	IAB BILLBOARD	MPU/IAB LREC/SKY	IAB HALF PAGE	OPA PANEL/ LARGE 1/2 PAGE	OPA XXL/ IAB PORTRAIT	VIDEO (PRE-ROLL)	BUTTON
DIMENSIONS	728x90/ 970x90	970x66 expands to 970x418	970x250	300x250/ 336x280/ 160x600	300x600	336x700/ 336x850	468x648/ 300x1050	512x288 + 300x60/300x250	88x31
BBC.COM - ROS	30	80	90	40	70	80	90	65	N/A
HOMEPAGE	40	90	100	55	80	90	N/A	N/A	5
NEWS HOME	40	90	N/A	55	80	90	N/A	N/A	N/A
NEWS	40	90	100	55	80	90	100	75	N/A
BUSINESS	50	100	110	70	90	100	110	75	5
SCIENCE & ENVIRONMENT	50	100	110	70	90	100	110	75	N/A
TECHNOLOGY	50	100	110	70	90	100	110	75	N/A
ENTERTAINMENT	40	90	100	55	80	90	100	75	5
SPORT	40	90	100	55	80	90	100	75	5
WEATHER	40	90	N/A	55	80	N/A	N/A	75	N/A

BBC VERTICALS									
PLACEMENT	LEADER BOARD	OPA PUSH-DOWN BANNER/ BILLBOARD	IAB BILLBOARD	MPU/IAB LREC/SKY	IAB HALF PAGE	OPA PANEL/ LARGE 1/2 PAGE	IAB PORTRAIT	VIDEO (PRE-ROLL)	BUTTON
DIMENSIONS	728x90/ 970x90	970x66 expands to 970x418	970x250	300x250/ 336x280/ 160x600	300x600	336x700/ 336x850	300x1050	512x288 + 300x60/300x250	88x31
BBC TRAVEL - ROS	50	100	110	70	90	100	110	75	5
BBC TRAVEL - THEME/DESTINATION	60	120	132	84	108	120	132	90	5
BBC FUTURE - ROS	50	100	110	70	90	100	110	75	5
BBC FUTURE - SECTION/COLUMN	60	120	132	84	108	120	132	90	5

BBC NEWS APPS		
PLACEMENT	BANNER	VIDEO (PRE-ROLL)
DIMENSIONS	VARIOUS	512x288
BBC NEWS APP - SMARTPHONE	35	N/A
BBC NEWS APP - TABLET/KINDLE	65	90
BBC NEWS APP - IPTV	N/A	90

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BBC MOBILE	
PLACEMENT	BANNER
DIMENSIONS	VARIOUS
BBC MOBILE - ROS	15
BBC MOBILE - SECTION	20

*Leaderboard & MPU to launch with optimized version of Mobile site - Q4 2012

BBC WORLD SERVICE LANGUAGE NEWS SITES							
PLACEMENT	LEADER BOARD	OPA PUSHDOWN BANNER	IAB BILLBOARD	MPU/IAB LREC/SKY	IAB HALF PAGE	OPA PANEL/ LARGE 1/2 PAGE	BUTTON
DIMENSIONS	728x90/ 970x90	970x66 expands to 970x418	970x250	300x250/ 336x280/ 160x600	300x600	336x700/ 336x850	88x31
BBC WORLD SERVICE RUN OF SITE	30	N/A	N/A	40	70	80	N/A
BBC WORLD SERVICE HOMEPAGE	40	90	100	55	80	90	N/A
BBC WORLD SERVICE SECTIONS	40	90	100	55	80	90	5

ADDITIONAL TARGETING FOR BBC.COM AND WORLD SERVICE	
COUNTRY TARGETING	+15%
BEHAVIOURAL TARGETING	+20%
DEVICE TARGETING	+20%
BUYOUT/SYNCD	+30%

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Auto-expansion limited to 1/day per user. NB: OPA XXL and IAB portrait served only on news story pages.
NB: Large half page not available on news home.