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Creative Self Build

Sky

Sky SLAs

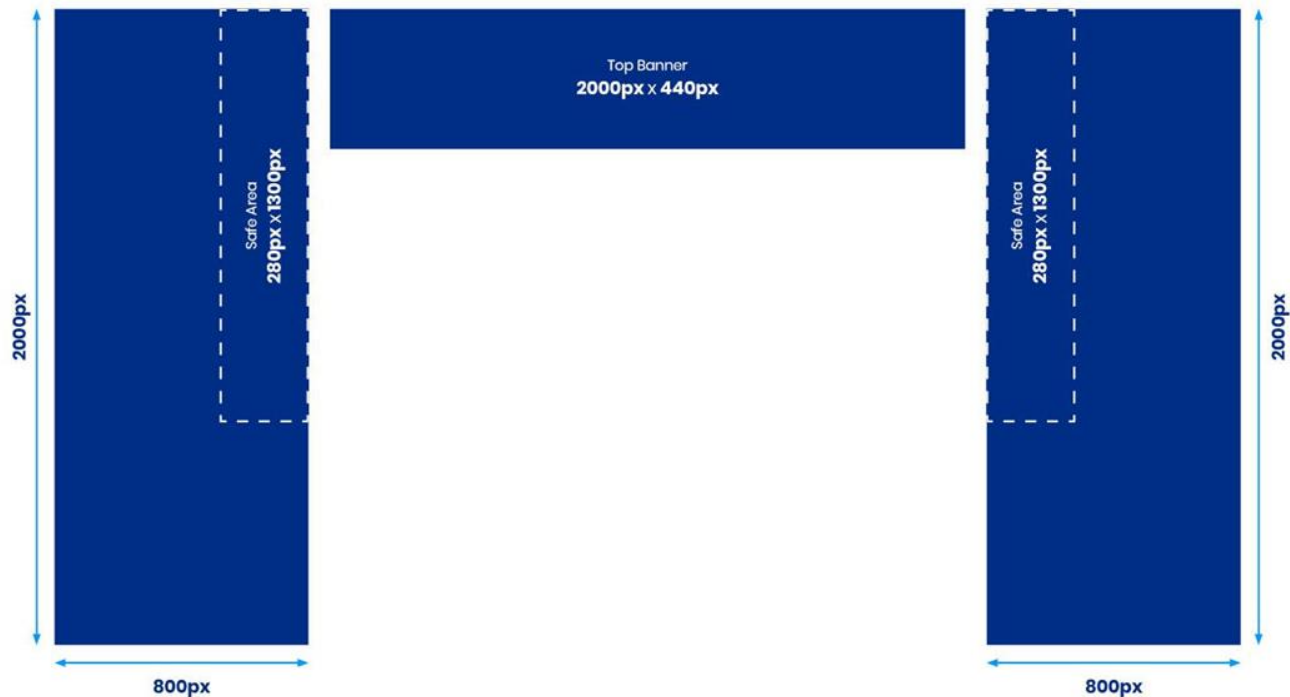| Stage	Contact and information required	Timelines*
Preview link setup	Email DL-DigitalOps@sky.uk when a new HPTO comes in with the following info: - Campaign name - Start/End dates - Formats and how many versions + version names - Background colour (Hex code) - Tracking (if ready)	Preview links will be set up and sent over **within 24 hours**
Tags and trackers	Once you receive tags and trackers email them to DL-DigitalOps@sky.uk who will send to Celtra team to implement	We must receive tags and trackers **48 hours** before the live date.
Creative support	Email DL-DigitalOps@sky.uk who will liase with Celtra team for any creative support	We will respond **within 24 hours**
Changing tracking on a live campaign	Email DL-DigitalOps@sky.uk when you have tracking tags for the Skins. We will then send onto Celtra team to implement	New tracking will be implemented within 24 hours

* Timelines dependant on creative complexity, number of versions and campaign start/end dates
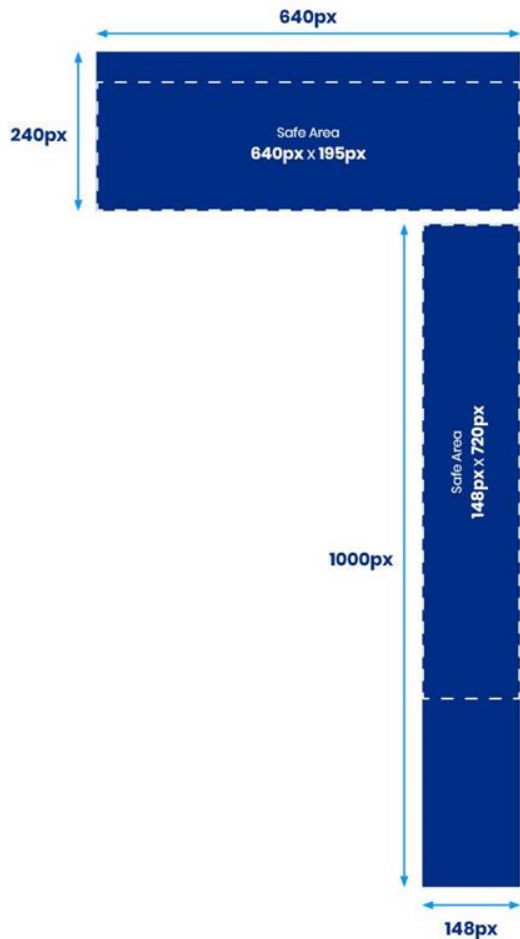
Changes to Skins

- **No Bottom banner on all Skins**: it is very rare we see viewers scroll to the bottom of the Skins, hence there is no bottom banner anymore

- **Desktop & Tablet Skins**: These Skins are served through the same template, so no need to send assets for Desktop & then also for Tablet, as we will use same Desktop assets for Tablet Skin

- **Background**: We can now set Backgrounds. This can either be a hex colour, or a gradient of your choosing. Please see **slide 4** for specs on background

- **Video In Skins:** If you know there is going to be a video in the Skin, please let us know beforehand & where the video will sit so our tech team can set up the Skin template like so. **1.1MB file size max - (if video + skin, video should be 1MB)**

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Next. Level. Digital. Entertainment. Media.

Desktop Skin

Top Banner
2000px x **440px**

Safe Area
280px x 1300px

Safe Area
280px x 1300px

2000px

2000px

800px

800px

Celtra Asset Sizes:

- **Top Banner** **(Transparent PNG)**
  2000px x 440px

- **Left Side Panel** **(Transparent PNG)**
  800px x 2000px

- **Right Side Panel** **(Transparent PNG)**
  800px x 2000px

- **Background**
  3600px x 2000px

DOWNLOAD PSD TEMPLATE

The dimensions above are double the size to ensure the highest quality appearance on all screen resolutions.
On served impressions the creatives will appear at the correct size.
Designs can be supplied at half these sizes, however the quality of the served creative may suffer.

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640px

240px

Safe Area
640px x 195px

148px x 720px
Safe Area

1000px

148px
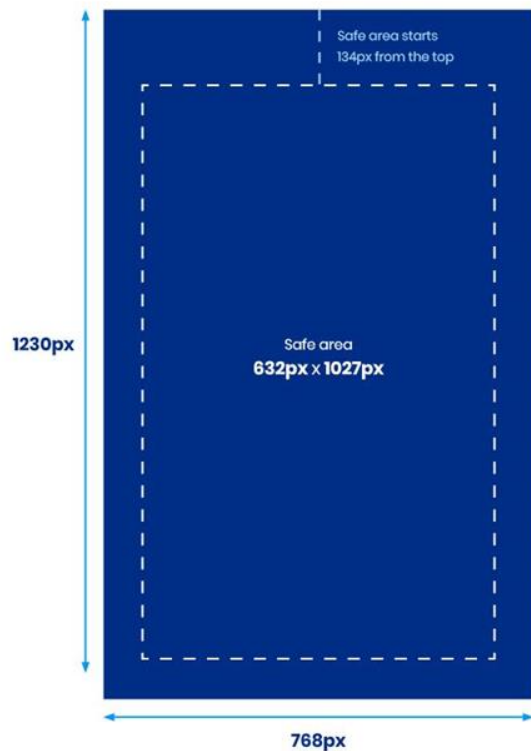
148px x 960px
Safe Area

1240px

148px

Mobile PageSkin

Celtra Asset Sizes:

- **Top Banner:** 640px x 240px

- **Side Panel:** 148px x 1000px

- **Scrolling Side Panel:** 148px x 1240px

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Interscroller

Celtra asset size:

- **Unit**
  768px x 1230px

Safe area starts
134px from the top

1230px

Safe area
632px x **1027px**

768px

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