Creative Spec Sheet 2026

V4 · FOR AGENCIES & DESIGNERS

All units are served via Google Publisher Tag under the path `/23350755452/agribook.co.za/`. **Fixed sizes only** — no size mapping or mobile fallback sizes. No lazy load, auto-refresh or sticky behaviour.

UNIT	SIZE	GPT AD UNIT PATH	PLACEMENT
agribook_hp_billboard	**970 × 250**	/23350755452/agribook.co.za/agribook_hp_billboard	Homepage only, below tagline and above Latest News
agribook_header_leaderboard	**970 × 90**	/23350755452/agribook.co.za/agribook_header_leaderboard	Chapter templates (centre of the Hero image). Optional: blog, archive, category pages.
agribook_article_incontent	**300 × 250**	/23350755452/agribook.co.za/agribook_article_incontent	Chapter template side column (desktop & mobile)
agribook_article_sidebar	**300 × 600**	/23350755452/agribook.co.za/agribook_article_sidebar	Blog template right rail (desktop only)

CREATIVE REQUIREMENTS

FORMATS

JPG · PNG · GIF

or HTML5 zip built for Google Ad Manager

FILE WEIGHT

150 KB initial

Polite load up to 300 KB

ANIMATION

Max 30 s · 3 loops

Then a static end frame

RESOLUTION

1x exact slot size

2x optional

SECURITY

HTTPS only

All assets, tags and click-throughs

THIRD-PARTY TAGS

Accepted

CM360/DCM, Google Ads display. Must include the GAM `%%CLICK_URL_UNESC%%` click macro.

HTML5 CLICK

clickTag

HTML5 creatives must use the `clickTag` variable

LIGHT CREATIVES

Border optional

Borders are optional on light creatives; alternatively Elementor container can apply a 1 px light grey (#E0E0E0) border as per current house ads.

Content Policy

All creative is subject to Agribook editorial approval and Google policies. The following are **not accepted**:

- Competing agricultural handbooks
- Gambling, betting & lotteries (incl. social casino games)
- Alcohol
- Sexual content & sexual/reproductive health
- Sensationalism & shocking content
- Drugs, pharmaceuticals & supplements (incl. vaccines)
- Get-rich-quick & work-from-home schemes
- Astrology & esoteric
- Cosmetic procedures & body modification
- Weight loss
- Dating
- Downloadable utilities
- Politics
- Religion

Delivery

Email creative and click-through URLs to Mike Stuart (mike@agribook.co.za) and Craig Macaskill (craig@agribook.co.za) **at least 3 working days before go-live**.

SUBMISSION CHECKLIST

- [ ] Campaign name
- [ ] Package
- [ ] Flight dates
- [ ] Unit sizes
- [ ] Click-through URL(s)
- [ ] Any third-party tags



Contact

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Pricing & packages

See the Agribook Media Kit 2026 for sponsorship packages and pricing.