



**The HPTO consists of 3 parts:**

- 1) Header (1200x200) and skin
- 2) Halfpage Ad (336x600)
- 3) Layer

**Dimensions:**

Header: 1200x200 px

Skins: 500x1200 px (Left & Right)

Attention Layer: 500x400 px

Fullscreen layer: 100%

Backup image: 1200x200 px

Halfpage: 336x600 px

Optional video

File encoding: MP4

Weight: 30 seconds max

The layer is only visible on the homepage and is capped by 1 impression per unique user.

**Example:**

<http://tech53.com/adformat/dumpert-extreme-hpto>

**All third party trackers supplied have to be secure (HTTPS)**