

Xbox 360

Spec Classification:	Banner
Spec Placement:	Microsoft Xbox
File Type:	In-Feed
Third Party Serving:	No
Submission Guidelines:	<ul style="list-style-type: none"> • Banners: Please provide .psd files of all deliverables • Fonts: .TTF, .OTF, .PFM (no Mac fonts) • Key art assets*: 1280x720 layered files; .PSD, .AI, .EPS <p><i>*These would be additional assets (i.e. logos, fonts, illustrations, photos) needed for our design team to build out static banners, video banner overlays, and landing experience branded pages</i></p> <p><i>**If the campaign is across both the Xbox One and Xbox 360 consoles, we would require the Xbox One spec sizes and we can scale down for Xbox 360 (we would not need separate assets for both console other than specific banner sizes for each)</i></p>
Key Creative Guidelines:	<ul style="list-style-type: none"> • Static Banners: 263x197 & 174x130; JPEG • Video Banners: 400x300 / 4:3 ratio; .WMV or .MP4 • Full Screen Video Assets: 1280x720 / 16:9 ratio; .WMV or .MP4; no ProRes <p>For any additional specs please reach out to your MSS or TAM associated with the campaign.</p>
Supported Countries:	BR CA DE ES FR IT JP

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