

DISPLAY (BANNER) & HTML5 CREATIVE

AD SIZES

Desktop: 160 x 600, 300 x 250, 300 x 600, 728 x 90 - Standard

Mobile: 7680 x 4320 pixels - Standard

320 x 480, 480 x 320 - Interstitial

300 x 250 - Interstitial, Tablet In-App, Mobile Web

728 x 90 - Tablet Only

AD SIZES

Type: HTML5, jpg, png, gif

Weight

Static: 200 KB Max

HTML5: 200 KB Max

Polite: 1 MB Max

ANIMATION LENGTH IF APPLICABLE

No more than 15 seconds and/or 3 loops.

BORDER

Creative must be separate from site content.

Must have solid color background or 1px border.

HTML

Banner: 160 x 600, 300 x 250, 300 x 600, 728 x 90, 320 x 50, 300 x 50

Panel: 320 x 600, 600 x 250, 600 x 600, 728 x 270, 320 x 480, 300 x 480

Weight: 200 KB Max

Nor more than 15 seconds and/or 3 loops.

Requires a close button.

If running HTML5, we will also need static versions.

HTML5 CREATIVE PACKAGING

HTML5 ads should include all HTML, JS, CSS, images in separate .zip files

Designers may use shares Javascript libraries, which are listed here.

Note: All ad servers require one default/backup image (jpg) that is not packaged in the HTML5 .zip file

STANDARD MEDIA UNITS

Static

JPEG, PNG, GIF

Max File Size: 200K

Animated GIF

GIF

Loop: 3

HTML5

GIF

Max File Size: 200K

Loop: 3

Max Animation: :15 Seconds

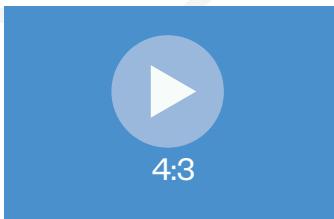


VIDEO UNITS

MP4

Max File Size: 25 MB

Length: :15 or :30



ACCEPTED AD SERVER & 3RD AD TAGS

Ad servers we can work with:

Sizmek, Doubleclick, Atlas, Pointroll, Clipcentric

3rd party tag considerations:

- Modified tags with macros/tokens already inserted are NOT accepted.
- Tags must be delivered in their native, raw format from the ad server.
- Tags need to be unique to the Publisher Solutions campaign and cannot be running elsewhere.
- Tags cannot run across multiple placements in the same date range.
- All tags must be secure (HTTPS).

LANDING PAGE REQUIREMENTS

- Always resolve to the same final URL, and never redirect to a different URL than that which was seen when the campaign was first submitted for review.
- Clearly disclose the company or person responsible for the ad and landing page.
- Do not use any third parties' brand, logo or design without the express, written permission of such party.
- Contain relevant information to the good service being promoted by the ad (no bait-and-switch).
- Include the advertiser's terms and conditions and privacy policy (or a link thereto), as well as an option for opting-out of promotional communication.
- Any landing page with the look and feel of a news article or other editorial content must clearly and prominently disclose to visitors that it is sponsored content or an advertorial.
- Websites that collect sensitive personal information, such as bank details and credit card numbers, must use a secure processing service (https://) when collecting this information.

RICH MEDIA UNITS

- Additional ad serving fees apply