



dstillery

Ad Specs

# Desktop Display

<b>STANDARD</b>	Format: Site Served: GIF, JPG, PNG Third Party Tags: JavaScript, FLASH, HTML5 & iframe
300x250 728x90 160x600 300x600	Max Initial File Load: 200KB  Subsequent Subload : Not allowed for these units  Animation: 15 sec max; 3X Looping; 24 fps  Flash Versions: Versions 5-10 (Action Script: AS2 & AS3)  Requirements: Must Be SSL-Compliant
<b>ADDITIONAL</b>	Format: Site Served: GIF, JPG, PNG Third Party Tags: JavaScript, FLASH, HTML5 & iframe
120x600 468x60 125x125 234x60 250x250 200x200 180x150 120x240 425x600	Max Initial File Load: 80KB  Subsequent Subload : Not allowed for these units  Animation: 15 sec max; 3X Looping; 24 fps  Flash Versions: Versions 5-10 (Action Script: AS2 & AS3)  Requirements: Must Be SSL-Compliant

## Desktop Display Creative Examples

Most Used Display Ad Examples: Desktop

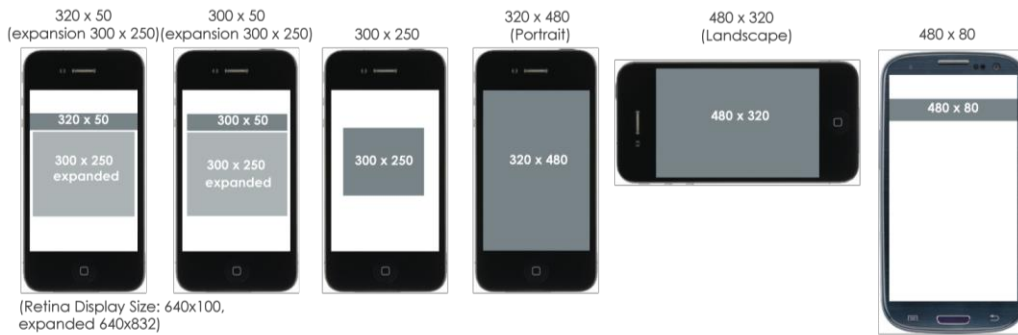


# Mobile Display

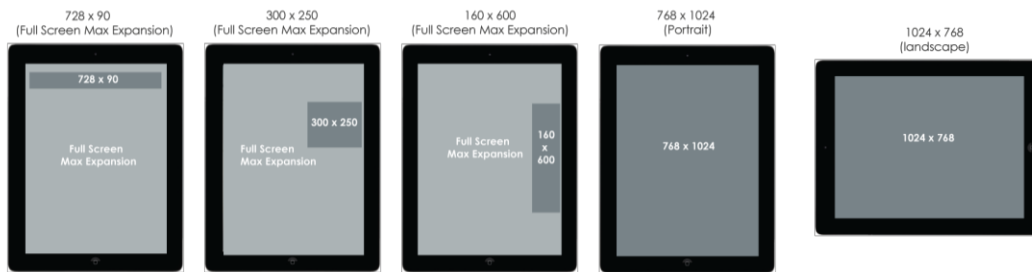
SMARTPHONE	Format:
<p>320 x 50 300 x 50 640 x 100 (Retina Display &amp; iOS Only) 300 x 250 480 x 80 (Android &amp; Windows Only) 320 x 480 Interstitial (Portrait) 480 x 320 Interstitial (Landscape)</p>	<p>Site Served: GIF, JPG, PNG Third Party Tags: JavaScript or HTML5 *** (No Flash or iframe)***</p> <p>Max Initial File Load:                      640x100 Ad Size: 200KB 300x50 Ad Size: 50KB                      300x250 Ad Size: 200KB 320x50 Ad Size: 50KB                      320x480 Ad Size: 200KB 480x80 Ad Size: 50KB                      480x320 Ad Size: 200KB</p> <p>Subsequent Subload : Not allowed for these units</p> <p>Animation: 15 sec max; 3X Looping; 24 fps Gif Animation only</p> <p>Requirements: Must Be SSL-Compliant</p>
TABLET	Format:
<p>728 x 90 300 x 250 160 x 600 768 x 1024 Interstitial (Portrait) 1024 x 768 Interstitial (Landscape)</p>	<p>Site Served: GIF, JPG, PNG Third Party Tags: JavaScript or HTML5 *** (No Flash or iframe)***</p> <p>Max Initial File Load: 200KB</p> <p>Subsequent Subload : Not allowed for these units</p> <p>Animation: 15 sec max; 3X Looping; 24 fps GIF Animation only</p> <p>Requirements: Must Be SSL-Compliant</p>

# Mobile Display Creative Examples

## Most Used Mobile Ad Examples: Smartphone



## Most Used Mobile Ad Examples: Tablet



# Display Guidelines

- Ads cannot mislead the user. For example, they should not mimic or resemble Windows/Mac/Unix dialogue boxes, error messages, etc.
- Ads must have a distinct border or a highly contrasting background
- Ads cannot contain graphics that simulate interactivity (i.e. dropdown menus, search boxes, etc.) without that functionality actually existing
- Ads cannot mimic news headlines in design, tone, third person sentence structure, topic, etc.

## Display Submission Guidelines

- Elements not meeting specifications will be returned for revision, which may delay in the launch date.
- Third Party tags must be live at the time of submission to enable thorough testing before launch.
- For Flash ads, an alternate backup image conforming to the designated GIF/JPG specifications must be provided.

## General Display Notes

- **Initial file load:** Includes all assets and files necessary for completing first visual display of the Ad.
- **Subsequent subload:** where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to "listen" for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded
- **Max number of host-initiated file requests:** ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.
- **User-initiated file size:** Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad, and/or rolling over an ad (or a portion of an ad)