



dstillery

Ad Specs

Desktop Rich Media

DESKTOP & LAPTOP	Format: Third Party tags, HTML5, Flash, In-Banner Streaming, MP4, Polite Download, Polling
300 x 250 728 x 90 160 x 600 300 x 600 (Expansion Not Allowed)	Max Initial File Load: 200KB
	Subsequent Subload: 100KB
	Host-Initiated Video: 1.1 MB (Unlimited file size for user-initiated video)
	Animation: 15 sec max; 3X Looping; 24 fps
	Video Duration: 15s & 30s. Video should be trimmed to length and do not include slates, leaders, or countdowns.
	Encoding: h.264 codec at the highest quality setting (recommended), mjpeg, mpeg4, h263, dvvideo, svq1, qtrle, rawvideo, rpza
	Audio: User-initiated
	Hot Spots: No more than 25% of the entire ad unit
	Requirements: Must Be SSL-Compliant

Rich Media Ad Examples



Ad Definitions

- **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)

Mobile Rich Media

SMARTPHONE	Format: Third Party JavaScript tags; MRAID, HTML5, MP4; GIF *** (No Flash or iframe)***
<p>Expandable Banner (User Initiated Only): 320 x 50 & 300 x 50 (300 x 250, Full Screen Max Expansion)</p> <p>640 x 100 Retina Display (Full Screen Max Expansion - 640 x 832)</p> <p>Interstitial: 320 x 480 (Portrait) 480 x 320 (Landscape)</p> <p>In-Banner Video: 320 x 50 640 x 100 (Retina Display & iOS only) 300 x 250 320 x 480 Interstitial (Portrait) 480 x 320 Interstitial (Landscape)</p>	<p>Max Initial File Load: 200KB</p> <p>Subsequent Subload: 300KB</p> <p>Host-Initiated Video: 2.2MB (unlimited file size for user-initiated)</p> <p>Animation: 15 sec max; 3X Looping; 24 fps</p> <p>Video Duration: 15s & 30s: Video should be trimmed to length and do not include slates, leaders, or countdowns.</p> <p>Encoding: h.264 codec at the highest quality setting (recommended), mjpeg, mpeg4, h263, dvvideo, svq1, qtrle, rawvideo, rpza</p> <p>Audio: Mobile Web & In-App Interstitial: Auto-Audio recommended All other sizes must be user initiated. (User must have control over the level of the audio and the ability to turn it on or off.)</p> <p>Requirements: Must Be SSL-Compliant</p>
TABLET	
<p>Expandable Banner (User Initiated Only): 728 x 90 & 300 x 250 & 160 x 600 (Full Screen Max Expansion)</p> <p>Interstitial: 768 x 1024 (Portrait) 1024 x 768 (Landscape)</p> <p>In-Banner Video 728 x 90 300 x 250 160 x 600 768 x 1024 Interstitial (Portrait) 1024 x 768 Interstitial (Landscape)</p>	<p>Ensure all images are optimized for mobile Environments</p> <p>Control = "Close X" on expanded panel and "Expand" on collapsed panel</p> <p>Retract Feature = Either tap to close/expand</p> <p>Landing pages must be mobile optimized; include dimensions in file name; use MRAID specifications when appropriate</p> <p><i>Full screen is dependent on the device model and may be restricted by status bars or navigations menus of the OS, browser and/or application</i></p>

Rich Media Notes

- **Required for ads with video:** Video may omit controls until user initiates interaction. Upon user interaction, video controls must include Play, Pause, Mute or volume control to zero (0) output for videos that expand out of initial ad upon interaction. For auto play videos that play in banner only Mute or volume control to zero(0) is required.
- **HTML5 video controls:** To improve performance and reduce file size, use control attributes in the HTML5 video tag for controls instead of providing custom assets for displaying controls
- **Adaptive bitrate streaming:** HTML5 does not support streaming video, but it can simulate a streaming experience using adaptive bitrate streaming technologies such as HLS and MPEG-DASH. Formatting files for adaptive bitrate streaming enables a smoother viewer experience. Adaptive bitrate streaming uses short fragments (2-3 seconds) of the video at different quality levels and stores them in a playlist file such as M3U8. During playback, the player detects bandwidth at the start of each fragment and plays the fragment at the quality level best suited to the bandwidth and player environment. Common protocols for adaptive bitrate streaming include HTTP Live Streaming (HLS) in the US and MPEG-DASH in the EU.
- **Video codec:** Use MPEG-4 (MP4) file formats for H.264-encoded video for a more seamless delivery across devices. The H.264 codec should use a Baseline profile to allow for more diverse execution in systems that range from a cellular connection on a mobile screen to a high-speed cable connection on an HTTP-connect TV screen. For audio, AAC is more widely supported (PCM audio is unsupported in Flash players).
- **Video format:** At a minimum, the MP4/H.264 file format should be provided, but alternate files using formats such as WebM and VP8 may also be submitted.

Additional 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.

Submission Guidelines

- Elements not meeting specifications will be returned for revision, which may delay in the launch date.
- Rich media ads must be submitted 5 business days prior to launch to enable thorough testing. Contact your Sales Representative for additional details.
- Third Party tags must be live at the time of submission to enable thorough testing before launch.
- An alternate backup image conforming to the designated GIF/JPG specifications must be provided.