

dstillery

**ADVERTISING** SPECIFICATION



MOBILE & TABLET



DESKTOP



IN APP



VIDEO

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# CREATIVE SPECIFICATION & AD GUIDELINES

This document ensures that all Bartender users employ the standards set forth by the IAB Guidelines of ad quality and brand safety to protect both advertisers and publishers.

Dstillery reserves the right to remove any ads deemed intrusive or inappropriate by not adhering to the standards and specifications outlined in this document.

The following requirements are in addition to **all creatives** specifications listed throughout this document:

- **Creatives must be SSL-Compliant**
- **No Adobe Flash**
- **Creatives must open a new page or tab on click; cannot open in the same page.**
- Creatives cannot mislead the user. For example, they should not mimic or resemble Windows/Mac/Unix dialogue boxes, error messages, etc.
- Creatives cannot contain graphics that simulate interactivity (i.e. dropdown menus, search boxes, hyperlinks, etc.) without that functionality actually existing
- Creatives cannot mimic news headlines in design, tone, third person sentence structure, topic, etc.
- Creative images must be clear, recognizable, and relevant; text appearing in the ad must be legible
- Creatives must have a distinct border or a highly contrasting background
- Creatives cannot Initiate downloads
- Creatives cannot be intrusive

# DISPLAY CREATIVE SPECIFICATION

## GENERAL DISPLAY AD SPECIFICATIONS:

The following specifications apply to all display ads in Bartender:

- Creatives must occupy the entire space of the image size you've chosen
- Creatives cannot appear sideways or upside down
- Animated ads are restricted to a maximum of 15 seconds of looping, after which point they must remain static
- Host-Initiated Subload are not allowed for these unit

## SUPPORTED CREATIVE TYPES

- ✓ GIF, JPEG, and PNG image files (Dstillery hosted & third-party ad servers)
- ✓ Third-party ad tags (HTML or JavaScript)
- ✓ HTML5 (through third-party ad servers only)

## SUPPORTED DISPLAY AD SIZES & VOLUME

Below is the list of display ad sizes supported by Bartender. Available inventory varies widely by ad exchange and region, so all supported formats may not be available in all cases. **These lists are not in their entirety and additional sizes may be available.** To ensure volume we highly recommend your campaigns include sizes outlined from the TOP DISPLAY & MOBILE tables.

### TOP DISPLAY:

Creative Size	Creative Name	Creative File Weight
160x600	Wide skyscraper	200KB
300x250	Medium Rectangle	200KB
300x600	Half Page Ad	200KB
728x90	Leaderboard	200KB

### TOP MOBILE:

Creative Size	Creative Name	Creative File Weight
300x50	Mobile Leaderboard	50KB
320x50	Mobile Leaderboard	50KB
300x250	Medium Rectangle	200KB
336x280	Large Rectangle	200KB
320x480	Smartphone Interstitial Landscape	200KB
480x320	Smartphone Interstitial Portrait	200KB
1024x768	Tablet Interstitial Landscape	200KB
768x1024	Tablet Interstitial Portrait	200KB

# DISPLAY CREATIVE SPECIFICATION - Cont

## OTHER SIZES:

<b>Creative Size</b>	<b>Creative Name</b>	<b>Creative File Weight</b>
<b>120x240</b>	Vertical Banner	80KB
<b>120x600</b>	Skyscraper	80KB
<b>125x125</b>	Square Button	80KB
<b>180x150</b>	Rectangle	80KB
<b>200x200</b>	Square	80KB
<b>234x60</b>	Half Banner	80KB
<b>250x250</b>	Square	80KB
<b>300x153</b>	Custom	200KB
<b>425x600</b>	Custom	200KB
<b>468x60</b>	Full Banner	80KB
<b>480x80</b>	Custom	80KB
<b>640x100</b>	Custom	200KB
<b>88x31</b>	Micro Bar	50KB
<b>970x250</b>	Billboard	250KB
<b>300x1050</b>	Portrait	250KB
<b>970x90</b>	Super Leaderboard	200KB

# DESKTOP RICH MEDIA

## GENERAL DESKTOP RICH MEDIA AD SPECIFICATIONS:

The following specifications apply to all desktop rich media creatives in Bartender:

- Creative Expansion is not allowed.
- Audio: must be user-initiated and the audio controls must clearly be present.
- Animated ads are restricted to a maximum of 15 seconds of looping, after which point they must remain static
- Hosted: Video Duration: 15s & 30s: Video should be trimmed to length and do not include slates, leaders, or countdowns.
- User initiated Video: Unlimited file size & duration
- Hot Spots: No more than 25% of the entire ad unit

### SUPPORTED CREATIVE TYPES

- ✓ Third-party ad tags (HTML or JavaScript)
- ✓ HTML5 (through third-party ad servers only)

### SUPPORTED DISPLAY AD SIZES & VOLUME

Below is the list of Rich Media ad sizes supported by Bartender. Available inventory varies widely by ad exchange and region, so all supported formats may not be available in all cases. **These lists are not in their entirety and additional sizes may be available.**

### DESKTOP RICH MEDIA:

Desktop Creative Expansion is Not Allowed			
Creative Size	Max Initial File Load	Host-Initiated Subload	Host-Initiated Video load
160x600	200KB	100KB	1.1MB
300x250	200KB	100KB	1.1MB
300x600	200KB	100KB	1.1MB
728x90	200KB	100KB	1.1MB

### HIGH IMPACT UNITS:

Desktop Creative Expansion is Not Allowed				
Creative Size	Creative Name	Max Initial File Load	Host-Initiated Subload	Host-Initiated Video load
300x1050	Portrait	250KB	500KB	1.1MB
970x250	Billboard	250KB	500KB	1.1MB
970x90	Super Leaderboard	200KB	400KB	1.1MB

# MOBILE RICH MEDIA & MRAID

## GENERAL MOBILE RICH MEDIA & MRAID AD SPECIFICATIONS:

**MRAID** (Mobile Rich Media Ad Interface Definitions) is an industry standard set by the IAB for rich media ads targeting mobile Apps. MRAID provides a common API (Application Programming Interface) that allows Mobile creatives to perform complex actions across diverse set of SDK vendors.

The following specifications apply to all mobile rich media creatives in Bartender:

- Expansion is only allowed on Mobile Devices and Environment.
- All images should be optimized for mobile environments.
- Landing pages must be mobile optimized; include dimensions in file name; use MRAID specifications when appropriate
- Audio: must be user-initiated (except for mobile interstitials) and the audio controls must clearly be present.
- Animated ads are restricted to a maximum of 15 seconds of looping, after which point they must remain static
- Video Format: MP4 (Encoding: h.264 codec at the highest quality setting (recommended), mjpeg, mpeg4, h263, dvvideo, svq1, qtrle, rawvideo, rpza)
- Video Duration: 15s & 30s: Video should be trimmed to length and do not include slates, leaders, or countdowns.
- Hot Spots: No more than 25% of the entire ad unit
- AD Control = “Close X” on expanded panel and “Expand” on collapsed panel
- Retract Feature = Either tap to close/expand
- NO Flash Creative or IFRAMES allowed.

## SUPPORTED CREATIVE TYPES

- ✓ Third-party ad tags (HTML, MRAID or JavaScript)
- ✓ HTML5 (through third-party ad servers only)

## SUPPORTED DISPLAY AD SIZES & VOLUME

Below is the list of Rich Media/MRAID ad sizes supported by Bartender. Available inventory varies widely by ad exchange and region, so all supported formats may not be available in all cases.

**These lists are not in their entirety and additional sizes may be available.**

# MOBILE RICH MEDIA & MRAID - CONT

## MOBILE RICH MEDIA:

Creative Size	Max Initial File Load	Host-Initiated Subload	Host-Initiated Video load	Expanded State
<b>SMARTPHONE</b>				
<b>300x50</b>	200KB	300KB	2.2MB	300x250 or Full Screen Max Expansion
<b>320x50</b>	200KB	300KB	2.2MB	300x250 or Full Screen Max Expansion
<b>320x480 Interstitial Portrait</b>	200KB	300KB	2.2MB	NA
<b>480x320 Interstitial Landscape</b>	200KB	300KB	2.2MB	NA
<b>640x100</b>	200KB	300KB	2.2MB	640x832 or Full Screen Max Expansion
<b>TABLET</b>				
<b>160x600</b>	200KB	300KB	2.2MB	Full Screen Max Expansion
<b>300x250</b>	200KB	300KB	2.2MB	Full Screen Max Expansion
<b>728x90</b>	200KB	300KB	2.2MB	Full Screen Max Expansion
<b>300x600</b>	200KB	300KB	2.2MB	Full Screen Max Expansion
<b>768x1024 Interstitial Portrait</b>	200KB	300KB	2.2MB	NA
<b>1024x768 Interstitial Landscape</b>	200KB	300KB	2.2MB	NA
<b>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.</b>				



# DESKTOP VIDEO

## GENERAL DESKTOP VIDEO AD SPECIFICATIONS:

The following specifications apply to all desktop video creatives in Bartender:

- VPAID tags must contain HTML5 media assets (WebM & MP4)
- Size: Minimum Pixel Width is 640
- Audio Format: MP3 (bitrate 96kbps/max)
- Sample rate: 48000 kbps
- Encoding: h.264 codec at the highest quality setting (recommended), mjpeg, mpeg4, h263, dvvideo, svq1, qtrle, rawvideo, rpza
- Maximum Duration: 30 seconds

## DESKTOP VIDEO:

Tag Type	Video Length	File Size	Video bitrate
VAST 2.0	15 Seconds	3MB	2500 kbps max
VAST 2.0	30 seconds	5MB	2500 kbps max
VPAID(Javascript/HTML 5 only: No FLASH)	15 Seconds	3MB	2500 kbps max
VPAID(Javascript/HTML 5 only: No FLASH)	30 seconds	5MB	2500 kbps max

## Desktop Video Companion Banners:

Desktop Video Companion Banner must be a part of the VAST tag and cannot be setup outside of them: (*Companion banners may not be available for all placements and the companion banner delivery is not guaranteed*)

- Format: GIF, JPG, PNG, HTML5 and Third party JavaScript tags
- Max File Size: 200KB
- Animation: 15 sec max: 3X looping: 24 fps

# MOBILE VIDEO

## GENERAL MOBILE VIDEO AD SPECIFICATIONS:

The following specifications apply to all Mobile video creatives in Bartender:

- Adobe Flash is not allowed for mobile creatives.
- VPAID tags must contain HTML5 media assets (WebM & MP4)
- Size: Minimum Pixel Width is 640
- Audio Format: MP3 (bitrate 96kbps/max)
- Sample rate: 48000 kbps
- Encoding: h.264 codec at the highest quality setting (recommended), mjpeg, mpeg4, h263, dvvideo, svq1, qtrle, rawvideo, rpza
- Maximum Duration: 30 seconds

## MOBILE VIDEO:

Tag Type	Video Length	File Size	Video bitrate
VAST 2.0	15 Seconds	3MB	512 kbps max
VAST 2.0	30 seconds	5MB	512 kbps max
VPAID(Javascript/HTML 5 only: No FLASH)	15 Seconds	3MB	512 kbps max
VPAID(Javascript/HTML 5 only: No FLASH)	30 seconds	5MB	512 kbps max

VPAID tags can only run on Mobile Web Inventories which is limited and delivery is not guaranteed.

Some Exchanges require InApp Video Inventory to be Skippable to serve (we recommend using two versions of the same VAST tag. One with a Skip Function and the other without)

In Regards to interactivity with mobile InAPP inventory: we recommend use of MRAID 2.0.

# MACRO LIST

BELOW IS A LIST OF SUPPORTED MACROS:

## MARCO LIST:

Category	Macro	Description
<b>GEO Macros</b>	\${LAT}	Latitude
	\${LON}	Longitude
	\${COUNTRY}	Country
	\${STATE}	State
	\${DMA}	DMA/Metro Code
	\${POSTAL_CODE}	US Zip Code
<b>Device ID Macros:</b>	\${BEST_DEVICE_ID}	Most Reliable Device ID
	\${BEST_DEVICE_TYPE}	ID Type associated with Best Device macro
<b>Device ID - Android Specific Macros:</b>	\${ANDROID_ID}	Android ID of device
	\${ANDROID_ID_SHA1}	SHA-1 hash of Android ID of device
	\${ANDROID_ID_MD5}	MD5 hash of Android ID of device
	\${G_IDFA}	Android Advertising ID of device
<b>Device ID - iOS Specific Macros:</b>	\${IDFA}	IDFA of device
	\${IDFA_SHA1}	SHA-1 hash of IDFA of device
	\${IDFA_MD5}	MD5 hash of IDFA of device
<b>Inventory Macros:</b>	\${PUBLISHER_NAME}	URL or App Name
	\${NETWORK}	Exchange name
<b>Entity Macros:</b>	\${CAMPAIGN_KEY}	Bartender Campaign ID
	\${TARGET_GROUP_KEY}	Bartender Target Group ID
	\${CREATIVE_KEY}	Bartender Creative ID
<b>Click and Cachebusting Macros:</b>	\${CLICKURL}	Non-Encoded Click Macro
	\${CLICKURLENC}	Single Encoded Click Macro
	\${RND}	Cachebusting Macro

# CREATIVE SPECIFICATION & AD GUIDELINES NOTES

## 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.
- Rich media ads must be submitted 5 business days prior to launch to enable thorough testing. Contact your Sales Representative for additional details.
- An alternate backup image conforming to the designated GIF/JPG specifications must be provided.

## GENERAL NOTES:

- **Initial file load:** Includes all assets and files necessary for completing first visual display of the Ad.
- **Host-initiated 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)

## VIDEO 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.