dstillery

Ad Specs

Desktop Display

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

Desktop Display Creative Examples

Most Used Display Ad Examples: Desktop

728 x 90

728 x 90

300 x 250

300 x 250

160 x 600

160 x 600

300 x 600

300 x 600

Mobile Display

SMARTPHONE	Format:

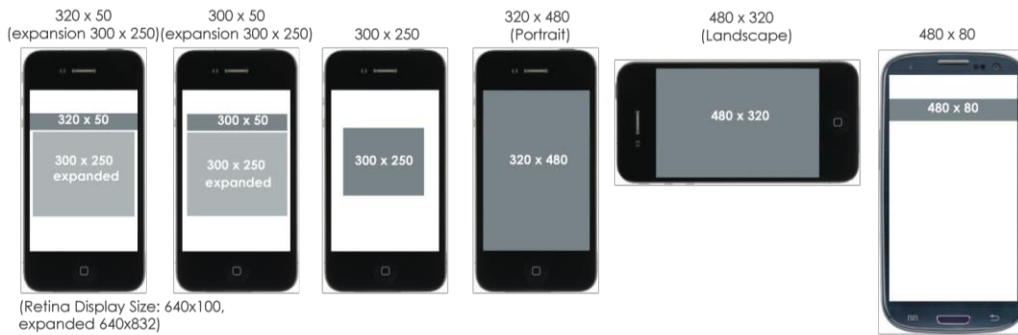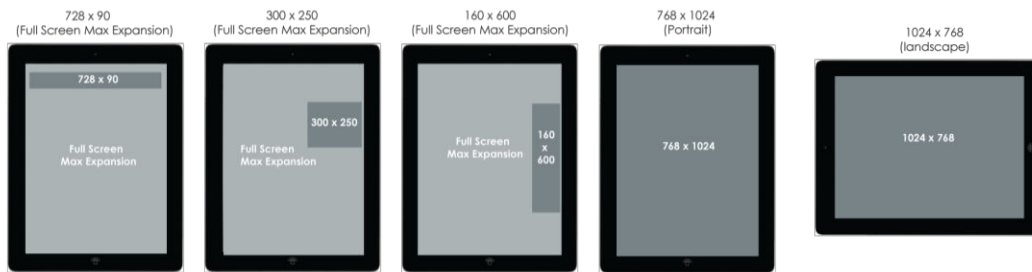**SMARTPHONE**

320 x 50
300 x 50
640 x 100 (Retina Display & iOS Only)
300 x 250
480 x 80 (Android & Windows Only)
320 x 480 Interstitial (Portrait)
480 x 320 Interstitial (Landscape)

Format:
Site Served: GIF, JPG, PNG
Third Party Tags: JavaScript or HTML5
*** (No Flash or iframe)***

Max Initial File Load:
300x50 Ad Size: 50KB
320x50 Ad Size: 50KB
480x80 Ad Size: 50KB

640x100 Ad Size: 200KB
300x250 Ad Size: 200KB
320x480 Ad Size: 200KB
480x320 Ad Size: 200KB

Subsequent Subload : Not allowed for these units

Animation: 15 sec max; 3X Looping; 24 fps Gif Animation only

Requirements: Must Be SSL-Compliant

TABLET

728 x 90
300 x 250
160 x 600
768 x 1024 Interstitial (Portrait)
1024 x 768 Interstitial (Landscape)

Format:
Site Served: GIF, JPG, PNG
Third Party Tags: JavaScript or HTML5
*** (No Flash or iframe)***

Max Initial File Load: 200KB

Subsequent Subload : Not allowed for these units

Animation: 15 sec max; 3X Looping; 24 fps GIF Animation only

Requirements: Must Be SSL-Compliant

Mobile Display Creative Examples

Most Used Mobile Ad Examples: Smartphone

320 x 50
(expansion 300 x 250)

300 x 50
(expansion 300 x 250)

300 x 250

320 x 480
(Portrait)

480 x 320
(Landscape)

480 x 80

(Retina Display Size: 640x100,
expanded 640x832)

Most Used Mobile Ad Examples: Tablet

728 x 90
(Full Screen Max Expansion)

300 x 250
(Full Screen Max Expansion)

160 x 600
(Full Screen Max Expansion)

768 x 1024
(Portrait)

1024 x 768
(landscape)

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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)