

dstillery

ADVERTISING SPECIFICATIONS

Mobile & Tablet, Desktop, CTV

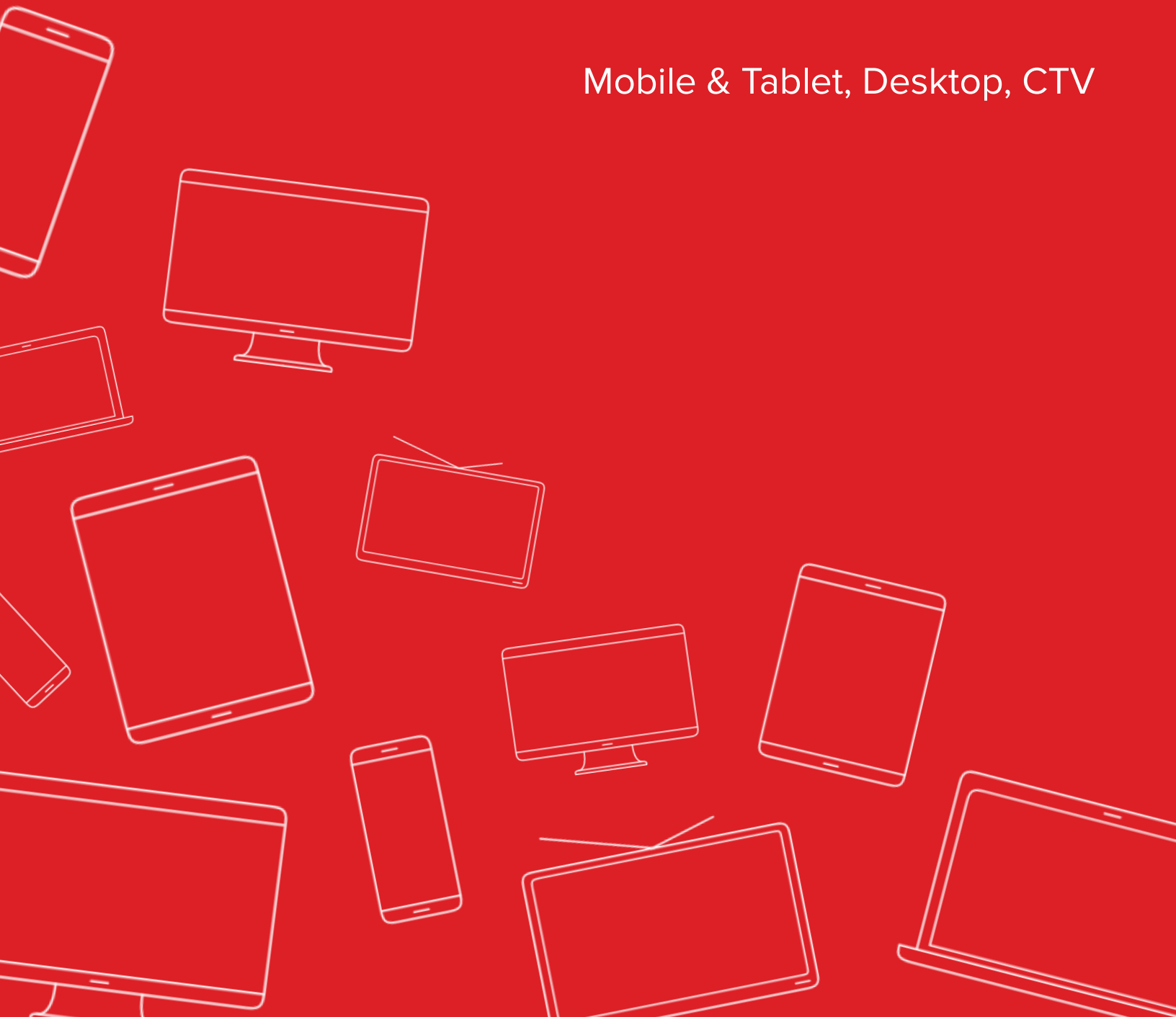


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CREATIVE SPECIFICATION & AD GUIDELINES

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

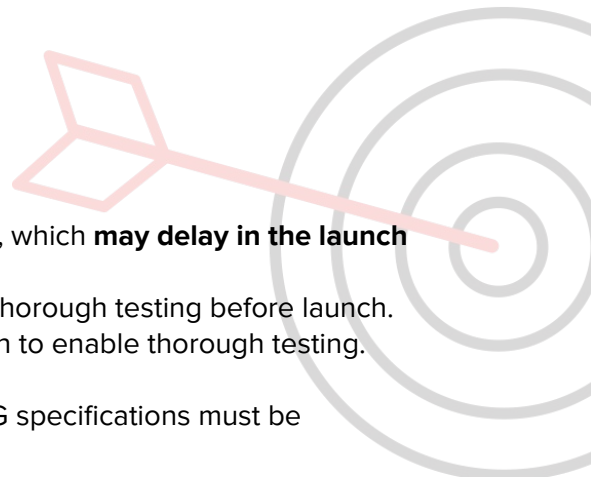
Dstillery reserves the right to remove any ads deemed intrusive or inappropriate by not adhering to the standards and specifications outlined in this document.

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

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.

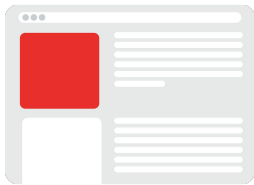


DISPLAY CREATIVE SPECIFICATION

GENERAL DISPLAY AD SPECIFICATIONS:

The following specifications apply to all display ads:

- 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
- Creatives with partially black or white backgrounds must include a visible border of a contrasting color
- 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)

TOP DISPLAY:

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

Ideal Creative file weight for the greatest reach is 150KB or smaller

TOP MOBILE:

Creative Size	Creative Name	Max Creative File Weight
300x500	Mobile Leaderboard	50KB
320x50	Mobile Leaderboard	50KB
320x250	Medium Rectangle	200KB
320x480	Smartphone Interstitial Landscape	200KB

Ideal Creative file weight for the greatest reach is 40KB or smaller for the 300x50 & 320x50

DISPLAY CREATIVE SPECIFICATION - Cont

SUPPORTED DISPLAY AD SIZES & VOLUME

Below is the list of display ad sizes supported by Dstillery. 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	Max Creative File Weight
160x600	Wide skyscraper	200KB
300x250	Medium Rectangle	200KB
300x600	Half Page Ad	200KB
728x90	Leaderboard	200KB

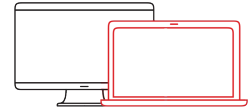
TOP MOBILE:

Creative Size	Creative Name	Max 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

OTHER SIZES:

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

DESKTOP RICH MEDIA



GENERAL DESKTOP RICH MEDIA AD SPECIFICATIONS:

The following specifications apply to all desktop rich media creatives:

- 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
- For auto-start video ads, there is a 15-second limit. Audio should not be heard unless initiated by a mouse-over;
- In-banner video creatives can be in flash or HTML5 format with a 50kb max file load and a 2MB load for the secondary file.
- All in-banner video ads must include the play, pause, mute and unmute controls.
- 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

[See page 7 for all expandable creative requirements](#)



SUPPORTED CREATIVE TYPES

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

TOP DISPLAY:

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

[See page 22 for definitions of Initial File load & Host-initiated Subloads](#)

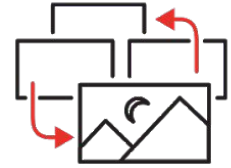
HIGH IMPACT UNITS:

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

RICH MEDIA - EXPANDABLE

EXPANDABLE CREATIVE SPECIFICATIONS:

Expandables are a type of rich-media ad unit that start as normal base-size ads (for example, 300x250), but when interacted with, expand to a larger size. Expandables have been standardized so they can run on a large number of sites.



- Up
- Down
- Left
- Right
- Up and Left
- Up and Right
- Down and Left
- Down and Right
- Diagonal (all directions)
- Lightbox (center and brief page takeover while user hovers)

Expanded State Controls:

- Click to open and Close
- The close button must clearly be visible when creative is in expanded state.
- **Hover to expand is not allowed**



SUPPORTED CREATIVE TYPES

- ✓ Third-party ad tags ONLY

SUPPORTED DISPLAY AD SIZES & VOLUME

Below is the recommended Sizes and Directions for Maximum availability.

RECOMMENDED AD SIZES:

Original Ad Size	Expansion Direction	Expanded State	Device
160x600	Left	300x600	Desktop / Table
300x250	Left	500x250	Desktop / Table
300x600	Left	560x600	Desktop / Table
728x90	Down	560x600	Desktop / Table
320x50	NA	Full Screen Max Expansion	Smartphone
300x50	NA	Full Screen Max Expansion	Smartphone

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 Dstillery:

- 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, dvideo, 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)

MOBILE RICH MEDIA:

Creative Size	Creative Name	Max Initial File Load	Host-Initiated Subload	Host-Initiated Video Load
300x50	200KB	300KB	2.2MB	320x250 or Full Screen Max Expansion
320x50	200KB	300KB	2.2MB	300x250 or Full Screen Max Expansion
320x480 Interstitial Portrait	200KB	300KB	2.2MB	NA
480x320 Interstitial Landscape	200KB	300KB	2.2MB	NA

MOBILE RICH MEDIA & MRAID - Cont

SUPPORTED DISPLAY AD SIZES & VOLUME

Below is the list of Rich Media/MRAID ad sizes supported by Dstillery. 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:

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

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.

HTML5 CREATIVE & BEST PRACTICES

HTML5 Hosted Creative Specs:

File Types	HTML, JS, CSS, JPG, JPEG, GIF, PNG, and SVG	
File Sizes	Initial Load	300KB max
	Subload	600KB max
	Max Initial File Load Count	10 files
	Max Subload File Count	100 files
	Max File Size	5MB max
	User Initiated Load	2.2MB max (recommended)

Hosted HTML5 requires a static backup image. This image will be used if a user has JavaScript disabled on the device.



FILE-UPLOAD METHODS:

The following packing options are available for HTML5 creatives:

- A single HTML file
- A single root/main HTML file with supporting images
- A single root/main HTML file with supporting images and additional supporting JS and CSS files.

Single HTML File

- All information for serving the creative (with the exception of commonly used JavaScript and CSS libraries) should be included in the HTML file.
- The maximum HTML file size is 200 kilobytes.

Zip Compressed File

- All files for displaying the creative (with the exception of commonly used JavaScript and CSS libraries) should be included in the Zip file.
- The primary HTML file should be located in the root of the zip file.
- Zip files must contain no more than 100 files, including at least one HTML file for use as the initiating file for display. (We suggest keeping the file count low to minimize browser performance impact.)
- The maximum size of any automatically started video should be less than 1.1 megabytes
- The maximum size of any individual file is 2.2 megabytes.
- The maximum size of the primary HTML file should be 100 kilobytes.
- The Zip file should be smaller than 10 megabytes compressed and the contents should be smaller than 12 megabytes uncompressed.
- Only file types of HTML, JS, CSS, JPG, JPEG, GIF, PNG, and SVG may be included in the Zip file.

HTML5 CREATIVE - CLICKTAG

ClickTAG Parameters:

The ClickTAG parameter is provided to the primary HTML file as a URL parameter. The name of the URL parameter is customizable at the time of creative upload or during editing. This system is similar to how we provide click-tracking information for Hosted Flash ads.

We suggest using JavaScript to read the parameter from the document location URL and using it to set up the landing page for your clicks.

Backup/Default Clickthrough Parameter

To correctly call the clickthrough page through the backup ad image, you must supply a clickthrough parameter for that purpose. If you wish to also use that clickthrough URL in your HTML5 creative, you can configure the creative to use the Backup Clickthrough URL as the Default Clickthrough URL.



Retrieving the Click-Tag Parameter

The Click Tag URL can be retrieved using the following code:

```
function getParameterByName(name) {
    name = name.replace(/[\[]/, "\\[").replace(/[\]]/, "\\]");
    var regex = new RegExp("[\\?&]" + name + "=[^&#]*");
    results = regex.exec(location.search);
    return results === null ? "" :
        decodeURIComponent(results[1].replace(/\+/g, " "));
}
var clickTag = getParameterByName(<Your Parameter Name>);
```

You can use single quotes (') or double quotes (") in your code, but you can not mix them. Use either all single quote or all double quotes.

HTML5 CREATIVE – CLICKTAG - Cont

Using Multiple Clickthrough URLs

By appending a URL escaped landing page to the click tag URL, our system will track the click and redirect the request to the given landing page.

```
var clickTag = getParameterByName(<Your Parameter Name>) +  
encodeURIComponent(<Your Landing Page>);
```

Different landing pages can be used for different actions. Please see the IAB's Guidance for Ad Designers and Creative Technologists for more suggestions on implementing multiple landing pages.

Using the Click-Tracking Parameter

When the advertisement is clicked on, the creative must direct the user to the correct click tag page in a new window. Please see the IAB's Guidance for Ad Designers and Creative Technologists for more suggestions on implementing clicks in HTML5 ads.

HTML5 CREATIVE – CLICKTAG SAMPLE

The following code block shows one way to retrieve and implement a creative with a clickthrough URL.

In this example, a single image is wrapped with an anchor tag which, when clicked, opens a new window with the address stored in the creative's clickTAG URL query parameter. The URL to open the window with is stored in `window.clickTAG` at line 11. A creative may use any number of ways to open a new window to that address on click. **This is just one example.**

```
<html>
  <head>
    <script type="text/javascript" charset="utf-8">
      function getParameterByName(name) {
        name = name.replace(/\[/, "\\[").replace(/\]/, "\\]");
        var regex = new RegExp("[\\?&]" + name + "=(^[^#]*)"),
            results = regex.exec(location.search);
        return results === null ? "" :
            decodeURIComponent(results[1].replace(/\+/g, " "));
      }
      var clickTAG = getParameterByName("clickTAG");
      //At this point, the value for the clickthrough URL is stored
in the variable "window.clickTAG"
      //clickTAGs are case-sensitive, so make sure TAG/Tag/tag is
uniform throughout the creative and any supporting files
    </script>
  </head>
  <body>
    <a href="javascript:window.open(window.clickTAG);void(0);">
      
    </a>
  </body>
</html>
```

VIDEO (VAST) CREATIVE SPECIFICATION

FIRST-PARTY HOSTED VIDEO SPECIFICATIONS:

File Types	MP4, FLV, WEBM, MOV, MPG, MPEG		
File Size (Recommended Max)	200 MB		
Length	<p>Greater than or equal to 5 seconds but Less than or equal to 60 seconds</p> <p>Bid requests fall into standard buckets (5 seconds, 15 seconds, 30 seconds, 60 seconds, etc.) it's possible for any video length. a 25-second ad could fulfill a request with a max duration of 30 seconds, or a 6-second ad could be sent for 15 seconds. The player will adapt to a shorter video length than the max duration, so there will be no dead space between the end of the ad and the beginning of the publisher's video content.</p> <p><i>*These same restrictions apply to third-party creatives.</i></p>		
Ad Formats	Aspect Ratio	Recommended Size	Minimum Size
	16:9 Recommended	1920x1080	640x360
	4:3	640x480	480x360
Bitrate (Recommended)	<p>>= 2500 kbps</p> <p>Lower quality than 2500 kbps supported, but not advised due to limited demand.</p>		
Companion Banners	File Types	Ad Formats <i>Listed in order of popularity</i>	
	JPG, GIF, PNG	<ul style="list-style-type: none"> • 300x250 • 728x90 • 320x50 • 160x600 • 300x600 • 300x50 • 320x480 • 468x60 • 970x250 	

Videos are automatically turned into VAST 2.0 bid responses containing your video asset encoded as MP4, WEBM, and FLV media types in various ad formats and bitrates for serving across the greatest scale of video placements (desktop, mobile web, and in-app). Videos are not upscale, up-sample, or stretch, so we recommend always uploading the highest quality video for serving across the greatest number of video placements.

VIDEO (VAST) CREATIVE SPECIFICATION - Cont

THIRD-PARTY HOSTED VIDEO:

The following VAST specifications are supported:

- VAST 2.0, VAST 2.0 with VPAID 1.0 Flash, VAST 2.0 with VPAID 2.0 JS, and VAST 3.0.
- media types: MP4, FLV, MPG, WEBM, OGG, HLS, 3GP, VPAID 1.0, VPAID 2.0 Flash, VPAID 2.0 JS

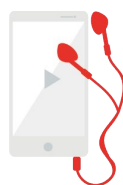
Media type: MP4 is required in all VAST tags We Recommend: MP4 and WEBM formats as this provides access to the greatest scale.

Supported Media Types by Inventory Type:



DESKTOP

MP4, VPAID 1.0, VPAID 2.0 Flash, VPAID 2.0 JS –
(VPAID support varies by publisher and SSP)



MOBILE WEB

MP4, VPAID 2.0 JS



IN-APP

MP4, VPAID 2.0 JS
(limited Inventory)

VPAID VIDEO:

Inventory Type	MP4 Media Asset	VPAID 1.0	VPAID 2.0 JS	MP4 Media Asset
Desktop Video	YES	YES	YES	YES
Mobile Web Video	YES	NO	YES	YES
In-App Video	YES	NO	Limited Inventory	YES

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. VPAID tags should not be used.

VIDEO (VAST) CREATIVE SPECIFICATION - Cont

Connected TV or CTV refers to either a TV with integrated internet capabilities or a TV that's connected to a device with internet capabilities, such as a set-top box or other OTT (over-the-top) device.

VPAID VIDEO:

Length	30 seconds or less (<i>minimum of 15 seconds, though some 6-second deals are available</i>)
File Format	MP4 format
File Quality	1080p (1920x1080)
Bitrate	Bitrates vary drastically by publisher; but typically, there is a minimum of 1200-1500 kbps but 1.6-3.2 mbps are preferred

The following File Types and File Formats are *Not Supported*.
DO NOT include in the Creative: **FLV; WEBM; VPAID; MRIAD**



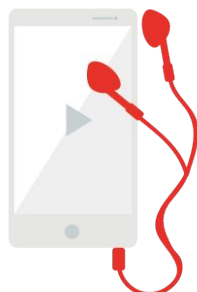
NOTE: Although both first-party and third-party hosted creatives are supported, CTV devices do not support the ability to click through to a landing page.

AUDIO CREATIVE SPECIFICATION

Audio creatives are audio ads that play in a publisher’s digital audio player. They are handled similarly to video creatives; except they only have audio and no video component.

Supported audio file formats for Third-Party Audio include:

- VAST
- DAAST



Supported audio file formats for first-party file upload include:

- MP3
- M4A
- WAV

Supported audio file formats are converted to VAST/DAAST automatically
We Recommend: specifications (including bit rates and file types) remain the same between first-party and third-party audio.

AUDIO SPECIFICATION:

Bitrate	160 KBPS	
Preferred File types	MP3, WAV, WMA, ACC or OGG	<i>(MP3 and OGG are recommended)</i>
Length	15, 30 or 60	<i>(15 and 60 are recommended)</i>
Companion Banner file type	JPEG, PNG or GIF	<i>(JPEG and PNG are recommended)</i>
Notes	For preferred third-party file types, while an OGG file type should not be used for <i>first-party</i> hosted audio, it should be included in your VAST/DAAST tag. We also recommend using a third-party file that is 160 kbps or less , as we cannot encode third-party files lower than the rate at which they are set.	

Hosted offer the best compatibility across inventories

For Spotify, OGG is the only third-party file type that will be accepted.
For Pandora, if you have a third-party file for Web, only MP3 is supported.

NATIVE ADVERTISING

Native Advertising is material in an online publication which resembles the publication's editorial content but is paid for by an advertiser and intended to promote the advertiser's product.

NATIVE ADVERTISING:

Native Creative Assets (Accepted Image formats include jpg, png, and gif.) (Accepted Video formats include MP4 and MOV)	Main Image (Still Required for Native video)	1200x627 (1.91:1 aspect ratio)
	Main Video (Optional)	See First-Party Hosted Video Creative Specifications 5 minutes (300 seconds) maximum
	Logo (Optional)	200x200 (1:1 aspect ratio)
Native Title	Short Title	Maximum 25 characters
	Long Title	90 characters
Description	Short Description	Maximum 90 characters
	Long Description	Maximum 140 characters
Advertiser	Sponsor (Brand)	Maximum 25 characters
Event	Call to Action (Optional)	Maximum 15 characters

All character count limits include spaces.

Titles & Descriptions

Short titles & descriptions will display when there is less space in a given native placement. This is handled dynamically by the ad server. We always recommend providing a short description for maximum reach.

A longer title & description can be displayed with the native content on devices that support it. Only one of each is required, but we recommend providing both for the best possible user experience.

- **Short Titles & Descriptions (best for mobile use)**
- **Long Tiles & Descriptions: (best for desktop Use)**

Sponsor (Brand)

The name of the advertiser. Will appear with the native content as a "Sponsored By" or "Promoted By" tagline. This tagline will vary from publisher to publisher.



Call to Action

This text often appears on a button within the native ad (e.g., "Learn more" or "Buy Now"). Note that this may not be available for all native placements, but will appear when available.

MACRO LIST

BELOW IS A LIST OF SUPPORTED MACROS:

MACRO	EXPLANATION
%%TTD_CACHEBUSTER%%	A random number. This is to ensure that if a page is refreshed, a cached version of a creative is not reloaded. Instead a new ad would be served, maximizing publisher inventory and avoiding duplicated impressions.
%%TTD_CLK%%.	Ensures the Click is tracked
%%TTD_CLK_ESC%%	Escape versions are sometimes necessary when the tracking URL is being passed through multiple third-party ad servers; an escape version makes sure that each server identifies the right characteristics for the URL, allowing your URL to be included within another URL in the chain.
%%TTD_CLK_ESC2%%	
%%TTD_BASE_BID_OVERRIDE_METADATA%%	The base bid override
%%TTD_SITE%%	The URL of the site that served the ad
%%TTD_TDID%%	The unique TDID that identifies the user viewing the ad
%%TTD_ADX_ANONYMOUS%%	If host name is not specified in bid requests from Google, this macro is replaced with ';dcopt=anid'. otherwise left blank. This is a requirement on DoubleClick Ad Exchange to protect anonymous publisher inventory.
%%TTD_PARTNERID%%	Trade Desk Partner ID
%%TTD_PARTNERID_INT%%	Trade Desk Partner ID as an integer
%%TTD_ADVERTISERID%%	Trade Desk Advertiser ID
%%TTD_ADVERTISERID_INT%%	Trade Desk Advertiser ID as an integer
%%TTD_CAMPAGNID%%	Trade Desk Campaign ID
%%TTD_CAMPAGNID_INT%%	Trade Desk Campaign ID as an integer
%%TTD_ADGROUPID%%	Trade Desk Ad Group ID
%%TTD_ADGROUPID_INT%%	Trade Desk Ad Group ID as an integer
%%TTD_CREATIVEID%%	Trade Desk Creative ID
%%TTD_CREATIVEID_INT%%	Trade Desk Creative ID as an integer
%%TTD_DEALID%%	Deal ID of a private contract
%%TTD_ADFORMAT%%	Ad Format (Width x Height)
%%TTD_SUPPLYVENDOR%%	Trade Desk Supply Vendor (i.e. AppNexus, Google)
%%TTD_SUPPLYVENDOR_INT%%	Trade Desk Supply Vendor as an integer
%%TTD_IMPRESSIONID%%	Trade Desk Impression ID (BidRequestId)

MACRO LIST - Cont

BELOW IS A LIST OF SUPPORTED MACROS:

MACRO	EXPLANATION
%%TTD_CATEGORY%%	The category passed in the bid request
%%TTD_NIELSEN_PC_ID%%	The Trade Desk Nielsen PC ID
%%TTD_ZIPCODE%%	Zip Code
%%TTD_TRUSTESID%%	This is the TRUSTe SID, 0 if no SID is provided
%%TTD_COUNTRY%%	Name of Country
%%TTD_CITY%%	Name of City
%%TTD_METRO%%	Numeric ID of the Metro Area
%%TTD_REGION%%	State, Province or Regional Area in a Country
%%TTD_UNIX_TIMESTAMP%%	A Unix timestamp – this macro can be used manually as an alternative cachebuster, as well as a timestamp
%%TTD_DEVICETYPE%%	Device Type
%%TTD_DEVICEOSFAMILY%%	Device OS Family Other= 1, Windows= 2 OSX= 3 Linux= 4 iOS= 5 Android= 6 Windows Phone= 7
%%TTD_RENDERING_CONTEXT%%	Display: Web (PC and Mobile)= 0 Display: In-App= 1 Display: Mobile-Optimized Web= 2
%%TTD_LANGUAGE%%	This captures the language of the bid request (or the language that got matched on targeting data). Bid requests can have multiple language codes, and so we prioritize (in descending order): SSP-provided language, user agent languages, device languages.
%%TTD_DEVICEID%%	Device ID: The unique identifier at the device-level (i.e. IDFA or Android ID)
%%TTD_LAT%%	Latitude
%%TTD_LONG%%	Longitude

SUPPORTED THIRD-PARTY AD SERVERS

Adacado	Eulerian Technologies	Nielsen
AdCentric / Cossette	Evidon (formerly Better Advertising)	Nielsen IAG Research
AdConductor (Burst Media)	Eyeblaster	Nurago (Pixel tracking only)
Adform	eyeReturn	Oggifinogi
AdGenie	EyeWonder	OpenX
ADITION	Facilitate Digital	OpinMind
AdJug	Factor TG	Pointroll
adMarketplace	Fetchback Inc	Predicta
Adobe Flash	Flashtalking	Pulse
AdOcean (Gemius)	Fusebox	360 Qoof
Adprime	Goodway Group -- BUYER Google	Quantcast
Adroit Interactive	GroovinAds	QuinStreet
AdRoll (Semantic Sugar, Inc.)	Hamilton Beach (TruEffect	Quisma Tracker
ADTECH / AOL	DirectServe)	Red Aril
Advolution	HURRA Communications	Reddion/NOAH (Pixel tracking only)
Aggregate Knowledge	iCrossing	RichRelevance
ARANet (Adfusion)	Impact Engine Insight Express	SMART AdServer
Atlas	Innovid	Spartoo
Audience Science	InterCLICK	Spongecell
Avazu	Intergi	Steel House Media
BlueKai	Intermundo Media (TruEffect	Struq
Bluestreak	DirectServe)	TagMan
Brand.net	Interpolls	TellApart
BridgeTrack / Sapient	Jivox	Teracent Corporation
Canal+	Kwanzoo	TradeDoubler
Celtra	Linkstorm	Traffic Marketplace
Chitika	Lotame	TruEffect
Constant Contact	MaxPoint Interactive	Tubemogul
CPM Advisors, Inc	Media 6 Degrees	TumriUltimate Feed
Criteo	Sizmek	Underdog Media
Dapper Inc.	Mediaplex	Undertone
Dedicated Marketing Solutions (Dedicated Media)	Mercado Livre	Unicast
DKK	Mixpo	United Virtualities
DoubleClick (DFA)	NetAffiliation	ValueClick Media
Dynamic Logic/Safecount	Netmining (Buyer proprietary - Innovation Interactive)	Visible Measures
Dynamic Video	NetSeer Inc. (Buyer proprietary)	Wall Street On Demand (Adhesion)
e-Planning	Newtention	Weborama
EchoSearch	Nextag	Yieldivision
Efficient Frontier		Zedo
Emediate		

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.