

Display Ad Specs



Display Ads: If Third Party Ad Served

Supported Formats

- Standard display using simple HTML tags
- Rich Media: expandables and in-banner video

Ad Unit Sizes

160x600, 300x250, 728x90, 180x150

Maximum File Sizes

GIF, JPEG, SWF, PNG: 30K

Rich media: 30K initial load size; 1.2M for in-page video ads; 80K for expandable

Submission Standards

General

- All creatives require a 1 pixel border
- Any 3rd party cookie's must be stated prior to launch
- Max animation = 15 sec
- No floating or pop up creatives accepted

HTML

- If submitted as a zip file, zip should contain:
 - Reference to creatives with the same size
 - Required HTML file setting:
 - Set form tags to method = "get"
 - Links must contain target = "_blank" to open a new window upon click

Flash

- Flash 9 support with ActionScript 1, 2, and 3
- When Flash 9 with ActionScript 3 is used, a clickTAG must also be used. clickTAG call in ActionScript must be implemented using the standard "clickTAG"

Required Flash Settings

- clickTAG must open in a new browser window - this is accomplished by passing "_blank" in the getURL function: getURL(clickTAG, "_blank")
- No external calls - any functions that attempt to install software or access (or modify) the user's browser settings are strictly forbidden
- Maximum 18 FPS

Rich Media

- Must be hosted by ad server from an approved rich media vendor, including: Atlas, Doubleclick, EyeWonder, MediaMind (Eyeblaster), Mediaplex, Pointroll, Unicast
- All control buttons available (close x, play, rewind, pause, volume) with text \geq 16 font
- Audio is strictly user initiated
- Expand must be user initiated
- Max video length = 15 seconds. Relooping must be user initiated
- Max auto expansion cycle = 3 seconds. Max expansion = 2X initial ad size

Display Ads: If NOT Third Party Ad Served

Supported Formats

Standard display: GIF, JPEG, SWF, PNG

Ad Unit Sizes

160x600, 300x250, 728x90, 180x150

Maximum File Sizes

GIF, JPEG, SWF, PNG: 30K

Submission Standards

General

- All creatives require a 1 pixel border
- Any 3rd party cookie's must be stated prior to launch
- Max animation = 15 sec
- No floating or pop up creatives accepted

Flash

- Flash 9 support with ActionScript 1, 2, and 3
- When Flash 9 with ActionScript 3 is used, a clickTAG must also be used. clickTAG call in ActionScript must be implemented using the standard "clickTAG"

Required Flash Settings

- clickTAG must open in a new browser window - this is accomplished by passing "_blank" in the getURL function: `getURL(clickTAG, "_blank")`
- No external calls - any functions that attempt to install software or access (or modify) the user's browser settings are strictly forbidden

In-Banner Video

- Must be hosted by ad server from an approved rich media vendor, including: Atlas, Doubleclick, EyeWonder, MediaMind (Eyeblander), Mediaplex, Pointroll, Unicast
- Video must be IAB “VAST” compliant
- Video/Audio must be user initiated
- Max file size 100k
- Ads cannot expand
- Max FPS: 24

Video Ad Specs



Pre-Roll

Description	Spec
Video Type	Pre-roll
Video Size	640 x 480 or higher (4:3 aspect ratio) 640 x 360 or higher (16:9 aspect ratio)
Video Length	Prefer :15s min. Also accept :30s max.
Format Accepted	Prefer QuickTime (MOV). Also accept WMV.
Video Frame Rate	Min 23.97, Max 30
Bit Rate	1200 kbps or better
Video Compression	Any native QuickTime, AVID or Media 100 including MPEG-2, H.264, Animation
Key Frame Interval	Every 24 Frames
Audio Codec	AAC, 128 kbps, 44kHz, Stereo
Recommended File Size	100 MB or less
3rd Party Serving	No
3rd Party Tracking	Yes
Tags	Standard tag (href and img source) + Clicktag is optional
Delivery Deadline	5 Days

Companion Ads

Description	Spec
Size	300x250 (optional)
Format	SWF, JPG, GIF, PNG (clickTAG must be programmed in the SWF)
Animation	:15s
Looping	3
Flash Banners FPS	18
File Size	40k
3rd Party Serving	Yes
3rd Party Tracking	Yes
Rich Media Accepted	No
Tags	3rd party iframe, JavaScript, Standard tag (href and img source), 1x1 + asset
Delivery Deadline	5 days