WEBSITE ADS

	Ad Units	File Size	File Format(s)	Submission Deadline (days before launch)	Specifications	Additional Information
Standard Display Media	**728x90** - Leaderboard **300x250** - Big Box **300x600** - Tall Big Box **160x600** - Skyscraper **300x125** - Half Box **200x90; 300x125** - Badge/Button/Widget	Max Initial Load Image: 40 KB for all ad units (80 KB for 300x600) HTML5: 100 KB Subsequent Max Polite Load 2.2 MB unlimited if streaming video within the ad unit	GIF/JPG/PNG/SWF/ 3rd Party Vendor Ad Tags * Although PNG's are accepted as part of IAB Standard CUAP, it is not well supported in some older browsers. We advise against it. * Must be in RGB colour format	5 business days	Required: • Ad must click through to one URL (supply seperately, not embedded); URL to PDF or "mailto:" are not accepted Animation: 30 seconds or less (loops included); 15 seconds recommended; maximum 3 loops GIF animation - max. 3 rotations ending on the last frame. Flash: Frame rate 24 fps. Up to and including Flash 10.1 Backup GIF or JPG required. Creative Templates in Actionscript 2 or Actionscript 3 may be downloaded from the Doubleclick Creative Repository (https://doubleclick-support.appspot.com/repository) HTML5: Must contain Universal clickTAG	
	728x90 - Expandable Leaderboard (expands down to 728x360) **300x600** - Expandable Tall Big Box (expands left to 600x600) **160x600** - Expandable Skyscraper (expands left to 320x600) **300x250** - Expandable Big Box (expands left to 600x250)	Max Initial Load Image: 40 KB for all ad units (80 KB for 300x600) HTML5: 100 KB Subsequent Max Polite Load 2.2 MB unlimited if streaming video within the ad unit	**Must be served by 3rd Party Vendor Ad Tags** Accepted 3rd party vendors: AdGear AdTech Atlas Celtra Contobox Doubleclick eyeReturn Flite Klipmart Pointroll SayMedia Sizmek Spongecell Suite 66 TubeMogul Videohub Vizu Note: Please contact them for quotes, deadlines & additional details	5 business days	Required: • Click must open new browser window. • Include close "x" button top right, minimum 12x12 pixels. • Expandable media can only expand upon user interaction. • If ad expands on roll-over, must retract on roll-off. Animation: Up to 30 seconds and unlimited during user interaction. Frame rate must not exceed 24 fps. Flash: Maximum 30 frammes/second, up to and including Flash ver 10.1. Backup gif or jpg required. Click must open new browser. Audio: User-initiated on click only. Mute or volume control to 0 required. Video: Must include: Play, Pause buttons. Replay button reommended HTML5: Must contain Universal clickTAG	Recommended: Include call to action to expand ad, so user understands the ad's functionality. Replay button also recommended. Note: Expandable Leaderboards only apply to the top position. Expandable Big Boxes only apply to the right position.
	In-Banner Video: 728x90 **In-Banner Video: 300x250** **In-Banner Video: 300x600** (cannot expand)	Max Initial Load Image: 40 KB (80 KB for 300x600) HTML5: 100 KB Subsequent Max Polite Load 2.2 MB unlimited if streaming video within the ad unit 50 MB maximum for video file load; unlimited if streaming				
Mobile Display Media	**300x50** **Smartphone Banner SD**	Image: 40 KB HTML5: 50 KB	GIF / JPG / HTML5 3rd Party Ad Tags (Doubleclick Internal Redirect only) No Flash (SWF) Note: 3rd party delivery must be via legacy img/href image only tags Must be in RGB colour format	5 business days	Required: • Ad should click through to mobile friendly webpage - not an application, file or resource heavy website. • Supply at least 2 ad sizes (XL or LG), all 4 preferred Animation: 30 seconds or less (loops included); 15 seconds recommended; maximum 3 loops HTML5: Must contain Universal clickTAG	Note: Animated GIF's are supported only for Android 2.2+. Therefore, "static" non animated creative is recommended. Geo-targetting NOT available. Image + 3rd party click-tracker is possible.
	640x100 **Smartphone Banner HD**	Image: 40 KB HTML5: 100 KB				
Other	**Wallpaper / Skin**	250kb 200kb	JPG	Client submitted - 10 business days	Required: • Supply creative 10 business days in advance for sufficient testing time • NOT clickable or animated Dimensions: 1920(w) x 1080(h) pixels* * Adjustments may need to be made to fit the Wallpaper to a site's specific content width, ask your account manager	Recommended: • Strongly advise against repetition of logos • Design should not be text-heavy as certain words may be cut off due to variances in user screen resolutions. • Due to variations in screen resolution, keep essential graphics and copy close to the edges Notes: Supply one large wallpaper rather than a separate creative for each "gutter". (ie. left side or right side of site content) Supplied creative may require additional adjustments to optimize for user experience and consistency across various screen resolutions.
Rich Media	**728x90** - Expandable Leaderboard (expands down to 728x360) **300x600** - Expandable Tall Big Box (expands left to 600x600) **160x600** - Expandable Skyscraper (expands left to 320x600) **300x250** - Expandable Big Box (expands left to 600x250)	100k initial load, 2.2 mb progressive load		5 business days	Required: • Click must open new browser window. For expanable ads: • Include close "x" button top right, minimum 12x12 pixels. • Expandable media can only expand upon user interaction. • If ad expands on roll-over, must retract on roll-off. Animation: Up to 30 seconds and unlimited during user interaction. Frame rate must not exceed 24 fps. Audio: User-initiated on click only. A functioning on/off button is required. In-unit volume control is optional.	Recommended: Include call to action to expand ad, so user understands the ad's functionality. Replay button also recommended. Note: Expandable Leaderboards only apply to the top position. Expandable Big Boxes only apply to the right position.
	Digital Bellyband	150k initial load, 100 kb subsequent polite load, 2.2 mb progressive load		5 business days	Required: • Click must open new browser window. • Must include close "x" button, top right of Bellyband, minimum 12x12 pixels • Must include frequency cap (recommended 1X per 24hrs) • Supply both Bellyband and Big Box creative to a 3rd party vendor Dimensions: Bellyband = 250(h) pixels, Width of Bellyband will vary depending on individual site width (contact your Account Manager for information) Big Box = 300(w) x 250(h) pixels, see Standard Ad specs	Notes: The Digital Bellyband expands out to content width from the first Big Box ad on page load. If a user chooses to close the Digital Bellyband, it will disappear/retract into the Big Box ad unit. Both Bellyband and Big Box should include call-to-action within the creative. The Big Box ad will be positioned in the top right-nav position on the page, where available (contact your Account Manager to confirm position availability). Geo-targeting available.
	Sliver			5 business days	Required: • Must include close "x" button, top right of Sliver Ad, minimum 12x12 pixels • Ad expands on roll-over (or click), pushing content down and contracts to a slimmer ad on click via close button, the content should revert to original position • Supply one click through URL seperately Dimensions: Width = 975 pixels is the universal Sliver width - to design a Sliver that matches the content width of a specific site, ask your account manager to provide additional width specifications Height = 50 pixels Expanded Height: 250 pixels	Similar to IAB Rising Stars Pushdown - instead of being integrated into layout of page, it sits above site layout and pushes everything down when expanded. Also similar to IAB Rising Stars Billboard (970x250) ad when Billboard is "closed", the ad collapses completely, leaving only small bar with clickable "Show Ad" text. See IAB Rising Stars page for more info: http://www.iab.net/risingstars

WEBSITE ADS (continued)

	Ad Units	File Size	File Format(s)	Submission Deadline (days before launch)	Specifications	Additional Information
Rich Media	**Catfish**	Max Initial Load Image: 40 KB HTML5: 100 KB Subsequent Max Polite Load 2.2 MB unlimited if streaming video within the ad unit		5 business days	Required: • Click must open new browser window • Must include close "x" button, top right minimum 12x12 pixels • Must not exceed site width • Must include frequency cap (recommended 2X per 24hrs) • Frame rate must not exceed 24 fps Dimensions: Width = To design a Catfish that matches the content width of a specific site, ask your account manager Height = 90 pixels (Solid background 60 pixels, transparent overlay 30 pixels)	N/A
	Top Layer / Floating Ad	Max Initial Load Image: 80 KB HTML5: 150 KB Subsequent Max Polite Load 2.2 MB unlimited if streaming polite load, 2.2 mb for video file load, unlimited if streaming		5 business days	Required: • Click must open new browser window • Must include close "x" button, top right minimum 12x12 pixels Animation: Up to 7 seconds floating. Frame rate must not excced 24 FPS Audio: User-initiated on click only. Mute or volume control to 0 required.	Recommended: Do not build top layer ads in standard ad sizes. If combo unit, ad must disappear off page or into another ad unit.

	Transitional / Interstitial	Max Initial Load Image: 80 KB HTML5: 150 KB
		
		Subsequent Max Polite Load 2.2 MB unlimited if streaming
				5 business days	Required:
					• Animation: 10 seconds (recommended)
					• Ad disappears after animation
					• Does not include close box or close X, instead place following line of linked text above creative (links to website):
					   English "Click here to continue to www.website.com"
					   French "Cliquez ici pour aller à www.website.com"
					• Provide ad click-through URL separately
					• Specify frequency cap (recommended 1X per 72 hours)
					
					Dimensions:
					640(w) x 480(h) pixels
						N/A

	Slider (IAB Rising Stars) Width of page x 90px. Expands to: 975x550 behind Slider bar		**Must be served by 3rd Party Vendor Ad Tags** Accepted 3rd party vendors: AdGear AdTech Atlas Celtra Contobox Doubleclick eyeReturn Flite Klipmart Pointroll SayMedia Sizmek Spongecell Suite 66 TubeMogul Videohub Vizu Note: Please contact them for quotes, deadlines & additional details		Required: • Must contain "Close X" in top right expanded slider bar and in slider content. Minimum 12x12 pixels • Click or rollover initiates slider content. • Uninitiated expanded panel closes automatically and collapsed ad provides expand button that can be initiated with a click Dimensions: Width of page x 90px Animation: 30 seconds or less; unlimited with user interaction. Frame rate must not excced 24 fps. Video: Must include: Play, Pause buttons Audio: User-initiated on click only. Mute or volume control to 0 required.	The Rising Star Slider ad unit is a template for including interactive modular apps. Detailed specs are provided on the IAB Rising Stars website See IAB Rising Stars page for more info: http://www.iab.net/risingstars
	Sidekick (IAB Rising Stars) 300x250 / 300x600 / 975x250 Expands to: 975x550	Max Initial Load Image: 60 KB Subsequent Max Polite Load 2.2 MB unlimited if streaming		Minimum 5 business days before campaign. (10 days to Rich Media Vendor)	Required: • Close X on expanded Sidekick that closes and returns user to publisher page content • User-initiated expand control in the in-page display unit "slides" page content to the left +F34:F38• Video must include: Play, Pause buttons Dimensions: 300(w) x 250(h) or 300(w) x 600(h) or 975(w) x 250(h) Expands to 975(w) x 550(h) Animation: 30 seconds or less; unlimited with user interaction. Frame rate must not excced 24 fps. Audio: User-initiated on click only. Mute or volume control to 0 required.	The Rising Star Sidekick ad unit is a template for including interactive modular apps. Detailed specs are provided on the IAB Rising Stars website See IAB Rising Stars page for more info: http://www.iab.net/risingstars
	Pushdown : 975x50 Expands to: This ad unit pushes down the content of the page, while expanding to a height of 415px.				Required: • Close button on expanded pushdown, initiated by click • Uninitiated expanded panel closes automatically and collapsed ad provides expand button that can be initiated with a click Animation: 30 seconds or less; unlimited with user interaction. Frame rate must not excced 24 fps. Video: Must include: Play, Pause buttons Audio: User-initiated on click only. Mute or volume control to 0 required.	The Pushdown sits above all page content and navigation and expands to push content downwards upon user interaction.
	Filmstrip (IAB Rising Stars) 300x600				Required: • Expansion not allowed for this unit Dimensions: • Viewable ad frame: 300 (w) x 600 (h) pixels • Total Scrollable area: 300 (w) x 3000 (h) pixels (5 panels of 300x600) Animation: 30 seconds or less; unlimited with user interaction. Frame rate must not excced 24 fps. Video: Must include: Play, Pause buttons Audio: User-initiated on click only. Mute or volume control to 0 required.	Recommendation: For times when the user's browser does not support creative functionality (i.e. Flash HTML5), provide a standard image file 300x600 px (the dimensions of the viewer window). Style Guide: http://www.iab.net/media/file/IAB_Filmstrip_Style_Guide_v3.pdf See IAB Rising Stars page for more info: http://www.iab.net/risingstars