

Digital Technical Specifications

Website and Email Display Advertising Creative Format Guidelines



WEBSITES

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	File Type ⁴	Max Initial File Load Size ¹	Subsequent Max Polite File Load Size ²	Subsequent Max User Initiated Additional Streaming File Size ³	Max Video & Animation Frame rate	Maximum Animation Length	Max Looping	Max Video Length	Audio Initiation
Leaderboard	728x90	max expansion: 728x270, must expand down.	HTML5, 3 rd Party Tag, animated GIF, JPG, PNG,	150 KB	750 KB	2.2 MB for creative files	24 fps	30-sec	3	Unlimited (user-initiated only)	Must be user-initiated (on click: mute/un-mute); default state is muted
MPU (Medium Rectangle)	300x250	max expansion: 600x250, must expand left	HTML5, 3 rd Party Tag, animated GIF, JPG, PNG,	150 KB	750 KB	2.2 MB for creative files	24 fps	30-sec	3	Unlimited (user-initiated only)	Must be user-initiated (on click: mute/un-mute); default state is muted
HPU (Half Page)	300x600	max expansion: 600x600, must expand left	HTML5, 3 rd Party Tag, animated GIF, JPG, PNG,	150 KB	750 KB	2.2 MB for creative files	24 fps	30-sec	3	Unlimited (user-initiated only)	Must be user-initiated (on click: mute/un-mute); default state is muted
Floor Ad - 728x90 ad that displays for 30 seconds at the bottom of the browser window that sticks as the user scrolls the page. Remaining space to the left and right of the creative is filled with transparent grey.		Not allowed for this unit	HTML5, 3 rd Party Tag, animated GIF, JPG, PNG,	150 KB	750 KB	2.2 MB for creative files	24 fps	30-sec	3	Unlimited (user-initiated only)	Must be user-initiated (on click: mute/un-mute); default state is muted

EMAIL

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	File Type ⁵	Max Initial File Load Size	Subsequent Max Polite File Load Size	Subsequent Max User Initiated Additional Streaming File Size	Max Video & Animation Frame rate	Maximum Animation Length	Max Looping	Max Video Length	Audio Initiation
Leaderboard or Banner	728x90 or 468x60	Not allowed for this unit	GIF, .JPG, .PNG, GIF animated ⁵ , 3rd Party Ad Tag (no Javascript)	60 KB	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	3	Not allowed for this unit	Not allowed for this unit
Sponsored message logo (150 x RIP) ⁶ , 55 words of text plus linking URL		Not allowed for this unit	Logo - GIF, .JPG or PNG	50 KB	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit

Additional Information

File Loading

Initial Load ¹: The content/resources that load as soon as the tag is written to the page.

Polite Load ²: Content/resources that can load after the website content has loaded. This can either be user-initiated or automatic.

Subsequent Load ³: Content/resources that load, typically via interaction, after the website is loaded. Very similar to polite load except subsequent is almost always user-initiated. One example is an interactive banner that expands and then you can click another button to play a video. The video is considered subsequent load

Website File Type ⁴

Flash - The current Google Chrome browser will block Flash and use HTML5 by default, while the current Mozilla Firefox and Microsoft Edge browsers will make users request Flash activation before running it.

Email File Type ⁵

If animated, first frame must have relevant content and call to action. Some versions of Microsoft Outlook may not always auto play animated GIFs. Anti-inappropriate images policy since 2003.

Rest in proportion (RIP) ⁶.

Submission Lead Time

Three working days prior before campaign start. HTML5, five working days.

Minimum Required Controls

Close X collapses ad 100% when clicked, with "show ad" button available that expands ad upon click. Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control).

Labelling Requirements

If unit is not clearly distinguishable from normal webpage content. Please use a border minimum density of #B5B5B5 and 1 pixel thick.

Images and Calls

All external calls to images, CSS and JS files must be SSL compliant. .TTF and .OTF files are NOT allowed. All HTML5 files should be provided as one zip file. Each creative should have its own separate zip file. Using the HTML "mailto" is not permitted. If the advertiser requires detailed tracking linking to PDF's should be avoided.

Implementation Notes & Best Practices

Best Practice: For times when the user's browser does not support creative functionality (i.e. Javascript, Flash™, HTML5), provide a standard backup image file (JPG, GIF or PNG).



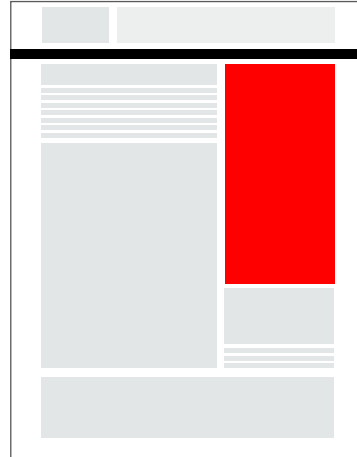
Website Placements

Placements are approximate, exact positions and style varies between brands and product sites



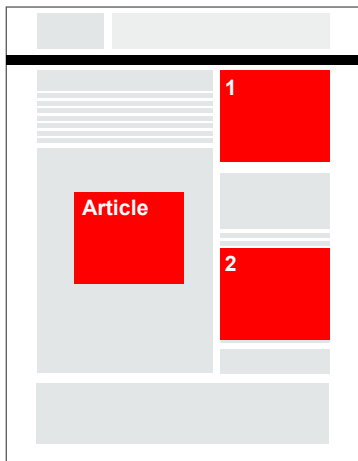
Leaderboard

Horizontal format that sits in the top position of the page



HPU (Half Page)

Large vertical double MPU that sits in the first position in the right hand column



MPU (Medium Rectangle)

MPU format (1, 2) that sits in the first and second positions in the right hand column and article body.



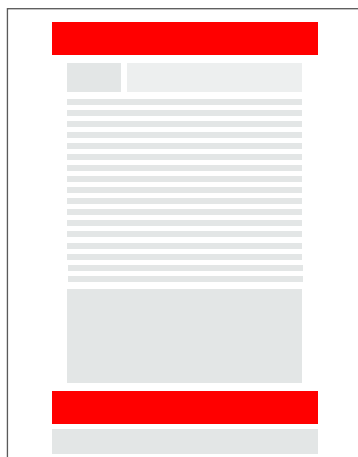
Floor Ad

A full-width 728x90 ad that displays for 30 seconds at the bottom of the browser window that sticks as the user scrolls the page. Remaining space to the left and right of the creative is filled with transparent grey.



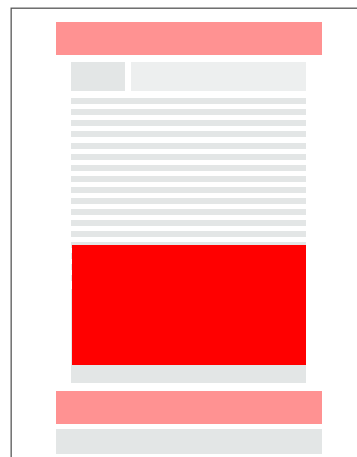
Email Placements

Placements are approximate, exact positions and style varies between email brands and products



Top and bottom Leaderboard/Banner

Placed at top and bottom of email.



Sponsored message

Placed in the lower third of the email.