



Ad Specifications for Display

ADAPTIVE AUDIENCE AD SERVER

Supported Ad Formats

Standard display: SWF, GIF, JPEG, PNG

Supported Ad Unit Sizes

120 x 90	120 x 120	120 x 240	120 x 600
125 x 125	160 x 600	180 x 150	180 x 460
234 x 60	300 x 250	300 x 600	336 x 280
350 x 60	425 x 600	468 x 60	728 x 90

Supported Mobile Ad Unit Sizes

320 x 50	300 x 50	216 x 36
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Maximum File Sizes

SWF, GIF, JPEG, PNG: 50K (30K suggested)

Submission Standards

General Ads

- All creatives require a high-contrast 1-pixel border
- All third-party cookies must be declared prior to launch
- Max. animation = 15 sec. or 3 loops
- No floating or pop-up creatives accepted

Flash Ads

- Flash 10 and all prior version support with ActionScript 1, 2, and 3.
- A clickTAG must also be used with all versions of ActionScript and Flash.

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. This includes, but is not limited to, locally shared objects (LSO) technologies (flash cookies, browser helper objects, or HTML5 Local Storage).
- Max. 24 FPS.

THIRD-PARTY AD SERVER

Supported Ad Formats Using HTML Tags

- Standard display
- Rich media: Expandables and in-banner video

Supported Ad Unit Sizes

120 x 90	120 x 120	120 x 240	120 x 600
125 x 125	160 x 600	180 x 150	180 x 460
234 x 60	300 x 250	300 x 600	336 x 280
350 x 60	425 x 600	468 x 60	728 x 90

Supported Mobile Ad Unit Sizes

320 x 50	300 x 50	216 x 36
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Maximum File Sizes

- SWF, GIF, JPEG, PNG: 30K
- Rich media: 30K initial load size; 1.2M for in-page video ads; 80K for expandable

Submission Standards

General Ads

- All creatives require a 1-pixel border
- All third-party cookies must be declared prior to launch
- Max. animation = 15 sec. or 3 loops
- No floating or pop-up creatives accepted

Flash Ads

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- Max. 24 FPS.

Expandable Ads

- Must be hosted by ad server from an Adaptive Audience certified rich-media vendor.
- All control buttons available (close x, play, rewind, pause, volume) with text >= 16 font
- Audio is strictly user-initiated
- Expand must be user-initiated
- Max. auto-play video length = 15 sec. (Roll-over or click to expand) Relooping must be user-initiated
- Max. auto expansion cycle = 3 sec. Max. expansion = 2X initial ad size In-Banner Video Ads
- Must be hosted by a Turn certified rich-media ad server
- Video must be IAB VAST-compliant
- Video/Audio must be user-initiated
- Audio is strictly user-initiated
- Max. file size 100k
- Ads cannot expand
- Max. 24 FPS.