Standard HTML 5 / GIF / JPEG
*Premium ad formats

Ad Unit	Dimensions / Ad sizes	Max File Size
Banner	468 x 60	200 KB
Medium Rectangle	300 x 250	200 KB
Skyscraper	120 x 600	200 KB
Wide Skyscraper	160 x 600	200 KB
Leaderboard	728 x 90	200KB
Half Page Ad*	300 x 600	200KB
Billboard*	970 x 250	200KB

HTML 5 Details

- **30 second animation max**
- **3 loop max**
- **5 images max**
- 24 fps max video & animation frame rate
- Back up GIFs required

ClickTag

To Fetch the main Click URL insert the below code:

```
<script type="text/javascript">
 function getClickUrl(name) {
   return getParameterByName('agclick_'+name) || getParameterByName(name);
 }
 var clickTag = getClickUrl('clickTAG') || getClickUrl('clickTag') || getClickUrl('clicktag');
 var oobClickTrack = getClickUrl('oobclicktrack');
</script>
```

Ad Specifications

Rich Media Expandables

Ad Unit	Initial Dimensions	Max File Size	Final Dimension	Final Max file Size	Panel Expand Direction
Billboard	970 x250	50KB	970x500	200KB	Down
Banner	468 x 60	50KB	468 x 240	200KB	Down
Leaderboard	728 x 90	50KB	728 x 315	200KB	Down
Medium Rectangle	300 x 250	50KB	600 x 300	200KB	Down & Left
Half Page Ad	300 x 600	50KB	600 x 600	200KB	Left
Skyscraper	120 x 600	50KB	300 x 600	200KB	Left
Wide Skyscraper	160 x 600	50KB	300 x 600	200KB	Left

Animation Details

- 3 loop max
- <u>30 second animation max</u>
- 24 fps max video & animation frame rate
- 3 panel max
- User initiated audio
- Close button available

Rich Media: In- Banner Video

Ad Unit	Initial Dimensions	Max File Size	Final Max file Size	Subsequent Max File Load Size (file-loaded)
Billboard	970 x250	60KB	200KB	5MB
Leaderboard	728 x 90	60KB	200KB	5MB
Medium Rectangle	300 x 250	60KB	200KB	5MB
Half Page Ad	300 x 600	60KB	200KB	5MB
Skyscraper	120 x 600	60KB	200KB	5MB
Wide Skyscraper	160 x 600	60KB	200KB	5MB

Animation Details

- <u>30 second animation max</u>
- 30 second video length max
- 24 fps max video & animation frame rate
- User initiated audio / video

Mobile Ad Specifications

Mobile GIF / JPEG / PNG

Ad Unit	Initial Dimensions		Max File Size	Final Dimension	Final Max file Size	Max Animation Length
	Phone	Tablet				
Leaderboard	728 x 90	728 x 90	728 x 315	200KB	30 Seconds
MPU Banner	300 x 250	300 x 250	600 x 300	200KB	30 Seconds
Standard Banner	300 x 50	1024 x 90	600 x 600	200KB	30 Seconds
Wide Banner	320 x 50	728 x 90	728 x 90	200KB	30 Seconds

Mobile – Video Pre Roll

Ad Unit	Dimensions / Ad sizes	Format	Bit Rate	Max File Size	Length
Video Pre Roll	Auto Size On server	MP4 or VAST Tag	400 Only	5MB	15 / 30 secs

Animation Details

- <u>30 second animation max</u>
- 30 second video length max
- 24 fps max video & animation frame rate
- User initiated audio / video

Video Ad Specifications

Video Pre Roll

We accept all formats such as HTMO 5, MP4, FLV, SWF, WMV, RM, Quicktime and must meet the following criteria

Standard Definitions:
Video Pre-Roll: 728 x 480 pixels or 640 x 480 pixels
Frame Rate: 30 FPS (29.97)
Aspect Ratio: 4:3
Audio Rate: 44.1 or 48kHz stereo
Codec: compressed files: High / Best quality

Digital File Size
Digital file must not be greater than 5MB

Video Initiation
Host Initiated

Video Length
5 seconds (minimum) to 30 second (maximum) ads

Frequency cap
Yes

Companion Banner Format
JPEG, non-animated
GIF, No Rich Media,
40KB max

Companion Banner Size:
300 x 250
It is possible to include a 3rd party tracking URL as part of a VAST ad. It would be included in the companion ad section as shown below, the VAST impression URL per the VAST specifications. The flash player would be responsible for loading the URL at the correct time which would be after hitting the VAST impression URL.

```
{AdLinear:true}

{AdDuration:HH:MM:SS}

{AdTitle:My Ad Title}

{AdDescription:Some info about my ad goes here}

{AdClick:{URL}&b={AD}&c={CAMPAIGN}

{AdHeight:{HEIGHT}{AdWidth:{WIDTH}}

{MediaFile:{FILE}|progressive|{WIDTH}|{HEIGHT}}

{Companion:[INSERT_TRACKING_URL_HERE]|{WIDTH}|{HEIGHT}|{WIDTH}|{HEIGHT}|{URL}&b={AD}&c={CAMPAIGN}&ajlink=}
```

Video Ad Specifications

Super Enhanced Video

File Type	Dimensions	Recommended Duration	Recommended File Size
For Video: **MOV (Quicktime),** **FLV (Flash)#**	Pre-roll: 640x360	Pre-roll: 30 sec	MOV: 300 MB
For Interactive Assets: **PSD (Photoshop File),** **FLA (Flash Source File),** **JPG, GIF, PNG, EPS, AI**	Overlay: Recommend, no more than 380x120	Internal: 2 minutes	FLV: 10MB
Fonts: TTF, OTF	Slate: 590x332	1024 x 90	600 x 600

Pre-roll Video

- Optimised for 640x360 video dimensions, 16x9 aspect ratio

- Recommended duration: 30 seconds

- Preferred format: MOV (Quicktime) or FLV (Flash). Please note, FLVs are not editable and will not run on mobile devices.

Overlay / Call to Action

- Recommended size: no more than 380x120

- CTA can be placed anywhere on the video player

- Hi-resolution brand logos, artwork, Flash animation, etc. to capture user's attention

- Fonts for all custom text are required to be provided by the client

- Specific calls-to-action yield optimal results

Engagement Slate / Expanded Unit

- Engagement Slate dimensions: 590x332

- Customizable environment, highly interactive

- Hi-resolution brand logos, artwork, Flash animation, etc. to capture user's attention

- Fonts for all custom text are required to be provided by the client

- Specific calls-to-action for external click through to web sites

Production

- 10 Days

Super Enhanced Video

Video Guidelines

- SEV units will be delivered across a range of player sizes. Unless you are optimising for specific players, you can prepare video with the following settings
- **Dimensions:** Recommended sizes - 640x360 for a 16:9 video or 480x360 for a 4:3
- Format: FLV or MOV
- **File Size/Encoding:** Please provide an uncompressed MOV of up to 200 MB, or an FLV compressed with Adobe Media Encoder to be roughly 100 Kb/S (:15 ~ 1.5 MB, :30 ~ 3 MB)
- **Recommended encoder settings:** VP6 / 750kbps / 2 Pass / VBR

Source Files and Additional Instructions

- Please provide source files to allow Audience2Media's creative team to make changes in a timely manner if required
- **Source file checklist:** High-resolution brand logos, all required fonts, layered PSDs with clearly named layer comps for graphic assets, FLA files with clearly labelled layers and instructions if necessary
- **Call-to-action checklist:** Make sure call-to-action is clear, specific and in support of campaign goals
- **URL checklist:** Provide click-thru URLs for all landing pages, social media destinations, YouTube videos and other applicable links, as well as all third-party links tracking URLs when applicable

Static Graphic Guidelines

- SEV units will be delivered across a range of player sizes. Unless the unit will be optimised for specific players, please prepare graphics with the following settings
- **Dimensions: Call-to-action**: 380 x 120 recommended max
- **Expanded slate:** 590 x 332
- **Format:** PNG, GIF, or JPG
- **File Size:** recommended max 50KB for CTA, 400KB for initial load of slate, with additional graphics sub loaded