

DIGITAL | Specifications

2020

BANNER CREATIVES

All ads are served through Doubleclick for Publishers (DFP Premium)

Standard:

GIF, JPG, PNG

Rich Media:

- HTML5
 - JavaScript
 - iFrame/JavaScript
 - Campaign Manager Tag
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- No Flash (SWF) file accepted
 - All site served HTML5 assets must have at least one clickTAG
 - Hyper-targeted campaigns must provide assets at least 10 business days prior to launch
 - Third-Party reporting access required for all third-party served ads

AD UNITS

UNIT NAME	DIMENSIONS	MAX EXPANSION	ACCEPTED FILE TYPES	MAX INITIAL FILE SIZE	MAX SUBLOAD	DEVICE(S)
Leaderboard	728x90	728x270 Responsive	Standard Rich Media	100KB	200KB	Desktop Tablet
Medium Rectangle (MPU)	300x250	600x250 Responsive	Standard Rich Media	100KB	200KB	Desktop Tablet Mobile
Half Page	300x600	600x600 Left	Standard Rich Media	200KB	300KB	Desktop Tablet
Mobile Leaderboard	320x50 or 300x50	320x416 Full Screen	Standard Rich Media	50KB	100KB	Mobile
Film Strip *Rising Star*	300x600	N/A	Rich Media	200KB	300KB	Desktop Tablet

ANIMATION/VIDEO

- 15-30 seconds regardless of loops
- 24 FPS
- Audio must be user initiated (on click: Mute/unmute)
- Default state must be muted
- In-Banner video must include Play, Pause, Mute or Volume control to 0

HTML5

- Max file size - 200KB (includes all assets)
- Site served assets must be in zipped folder with HTML file and all files that are referenced within the HTML file. Please **do not** include files that are not referenced
- Each ad size needs to be in its own folder within the zipped file
- Must include at least one [valid clickTAG](#)
- Must pass [Google HTML5 Validator](#) test
- For further support - [HTML5 Requirements](#)

EXPANDABLE CREATIVE

- Must be user initiated by click (tap for mobile)
- Must have Close "X" on expanded panel

Z-INDEX

- 0 – 4,999 Standard Ad
- 5,000 – 1,999,999 Expanding Ad

PRE-ROLL AD

VIDEO SETTING	SPECIFICATIONS		
File Format	H.264 (mp4)		
Audio Format	MP3 or ACC (Preferred)		
Aspect Ratio	16:9 (preferred for HD) or 4:3		
Codec	H.264		
Frame Rate	24 or 30		
Length	15 seconds for non-skippable ads 15 – 60 seconds for skippable ads		
Max File Size	10MB		
	LOW RESOLUTION	MEDIUM RESOLUTION (STANDARD DEFINITION)	HIGH RESOLUTION (HIGH DEFINITION)
16:9 Aspect Ratio	360p or less	360p - 576p	576p – 1080p
4:3 Aspect Ratio	480p or less	480p – 576p	n/a
Video Target Bitrate	500 – 700 kbps	700 – 1500kbps	1500 – 2500 kbps for 720p 2500 – 3500 kbps for 1080p
Site Served	<ul style="list-style-type: none"> - Must be uploaded to YouTube (send Video URL, shortened URL not allowed) - Must allow embedding - Must be public or unlisted - True streaming is not allowed 		
Third-Party Served	<ul style="list-style-type: none"> - Must be SSL-Compliant - VAST 2.0, VAST 3.0, or VPAID (<i>VAST 2.0 will not be accepted for skippable ads</i>) 		