

STANDARD

EXPONENTIAL

CREATIVE

SPECIFICATIONS

e^xponential

CONTENTS

- 5 Creative Checklist
- 6 Pre-roll in-stream
- 7 Pre-roll mobile
- 8 Standard IAB Banner
- 9 Standard IAB Banner
- 10 Non-expanding Adhesion
- 11 Non-expanding Adhesion

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STANDARD FORMATS



CREATIVE CHECKLIST

What we need from you

✓ Videos

✓ Click-through URLs

✓ Third party tracking (for both HTTP and HTTPS protocols)

✓ Timeline

- Please allow 1-3 business days for trafficking, testing, and launch. Additional time may be required when working with 3rd party pixels.
- Your dedicated Account Manager is available to provide timelines specific to your campaign.

For file weight calculation, all files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format

PRE-ROLL IN-STREAM

Similar to traditional TV commercials, Pre-Roll ads run prior to an online video and can be up to 30 seconds in length.



Video:

For the highest quality video output, please provide Exponential with the following

Video length:	10 to 30 seconds
Aspect ratio:	16:9
Recommended video resolution:	1280x720 minimum
Max frame rate (fps):	30
Recommended bit rate:	1000 Kbps
Video codecs:	H.264 or MPEG-4
Audio codecs:	MP3 or AAC
Video file types:	MOV MP4
Number of videos:	1

PRE-ROLL MOBILE

Similar to traditional TV commercials, Pre-Roll ads run prior to an online video and can be up to 30 seconds in length.



Video:

For the highest quality video output, please provide Exponential with the following

Video length:	:10 to :30 seconds
Aspect ratio:	16:9
Recommended video resolution:	Minimum: 1280x720
Frame rate (FPS):	30
Recommended bit rate:	1000 Kbps
Video codecs:	H.264 or MPEG-4
Audio codecs:	MP3 or AAC
Video file types:	MOV MP4
Number of videos:	1

STANDARD IAB BANNER

(TABLET)



- Standard IAB banners offered as either static or animated (.gif or HTML5) placements

For the highest quality output, please provide Exponential with the following

Leaderboard:

Banner Dimensions: 728x90

Banner Weight: <50KB

MREC:

Banner Dimensions: 300x250

Banner Weight: <50KB

Technical Specifications:

Lead time: 2 business days

Assets Accepted: Corporate logos, brand guidelines, key visuals, copy and taglines

Images: .psd | .eps | .jpg | .gif | .tiff | .ai | .idd

Fonts: .otf or .ttf

OS Support: iOS Version 4.0> & Android 2.3>

STANDARD IAB BANNER

(SMARTPHONE)



- Standard IAB banners offered as either static or animated (.gif or HTML5) placements

For the highest quality output, please provide Exponential with the following

Smartphone:

Banner Dimensions: 320x50

Banner Weight: <50KB

Technical Specifications:

Lead time: 2 business days

Assets Accepted: Corporate logos, brand guidelines, key visuals, copy and taglines

Images: .psd | .eps | .jpg | .gif | .tiff | .ai | .idd

Fonts: .otf or .ttf

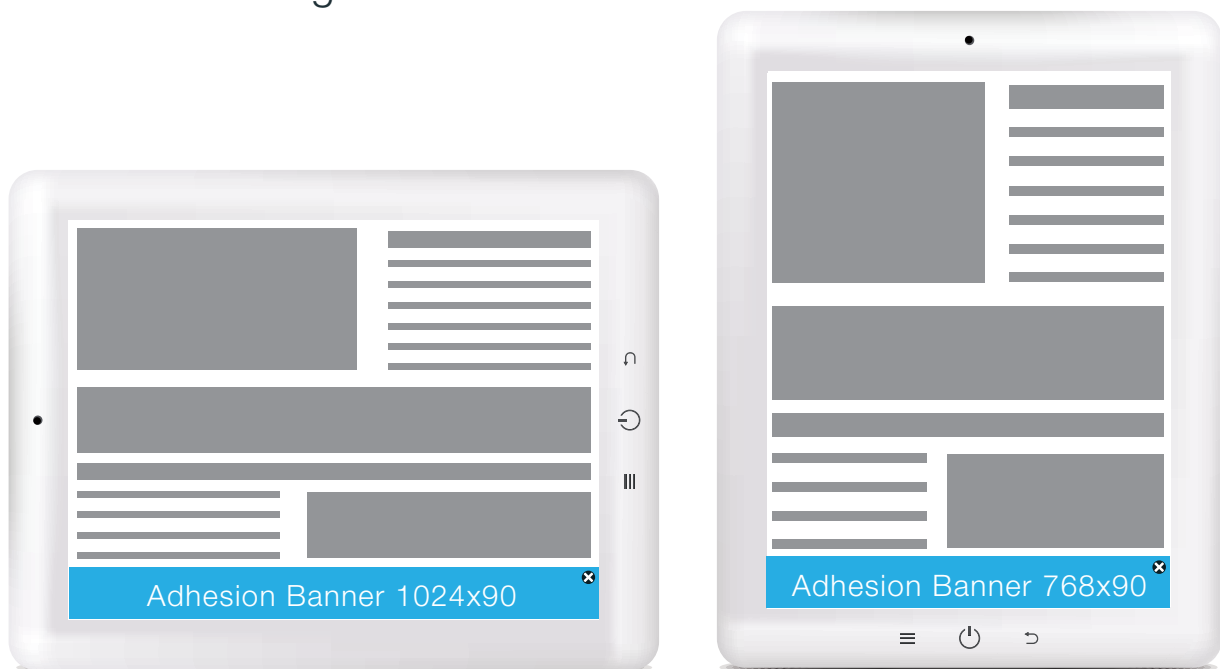
OS Support: iOS Version 4.0> & Android 2.3>

NON-EXPANDING ADHESION

(TABLET)

The Adhesion Banner is a mobile-first ad format that delivers constant awareness and a better way for brands to connect with their audience. This video-enabled rich-media adhesion unit provides 10% share of screen with non-intrusive ad viewability.

All adhesion banners employ responsive and are produced and delivered at no charge.



For the highest quality output, please provide Exponential with the following

Tablet:

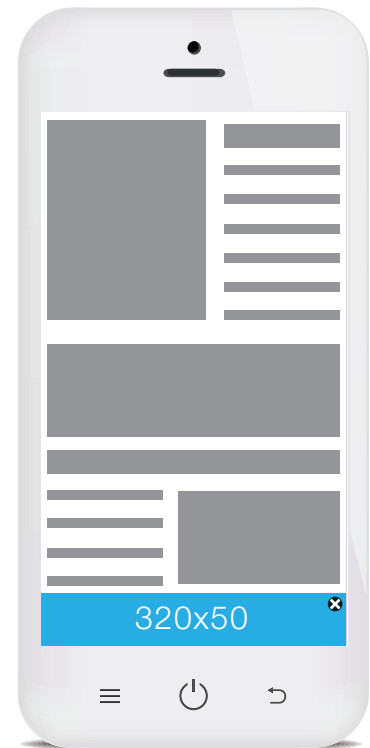
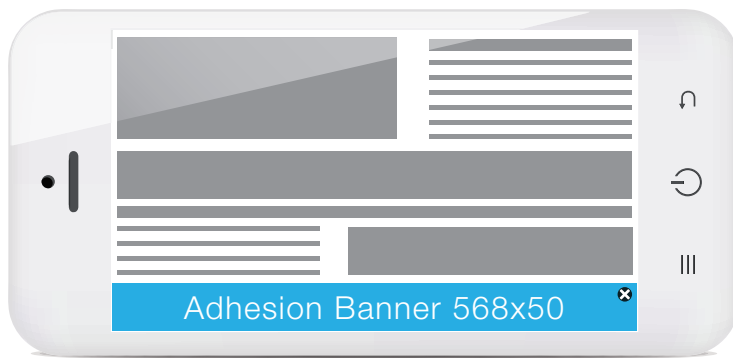
Banner Dimensions:	768x90 Portrait 1024x90 Landscape
Banner Weight:	<50KB
Videos:	H.264/MPEG-4, 3:2 and 16:9, up to 30 second loop
Close Button:	20x20 in upper right or left hand corner

NON-EXPANDING ADHESION

(SMARTPHONE)

The Adhesion Banner is a mobile-first ad format that delivers constant awareness and a better way for brands to connect with their audience. This video-enabled rich-media adhesion unit provides 10% share of screen with non-intrusive ad viewability.

All adhesion banners employ responsive and are produced and delivered at no charge.



For the highest quality output, please provide Exponential with the following

Smartphone:

Banner Dimensions:	320x50 Portrait 568x50 Landscape
Banner Weight:	<25KB
Videos:	H.264/MPEG-4, 3:2 and 16:9, up to 30 second loop
Close Button:	20x20 in upper right or left hand corner

