

CUSTOM FORMAT

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EXPONENTIAL

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CREATIVE

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SPECIFICATIONS

2017

*e*<sup>x</sup>ponential

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# CUSTOM AD FORMATS



# CREATIVE CHECKLIST

## What we need from you

- ✓ Videos
- ✓ Design elements
- ✓ Brand & style guidelines
- ✓ Layered, hi-res or vector image source files (PSD | AI)
- ✓ Vector logo (EPS or AI preferred | PNG | JPG or PSD OK)
- ✓ Creative direction for custom features and interactions (Storyboards to cocktail napkin sketches)
- ✓ Approved ad copy
- ✓ Fonts (OTF and WOFF | licensed)
- ✓ Click-through URLs
- ✓ Third party tracking (for both HTTP and HTTPS protocols)
  
- ✓ **Timeline**
  - 1-4 business days average turnaround time from receipt of all assets and instruction. Additional time may be necessary depending on complexity of the execution.
  - 1 business day for each revision.
  - Please allow 1-2 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.
  
- ✓ **AdChoices**
  - AdChoices is an industry standard icon  that links people to information and control over how data about their interests is used to offer them more relevant advertising.
  - Exponential places AdChoices in ads that run in the US and Europe. The icon is displayed in a corner of the ad, typically the top right or left.
  - You can learn more by visiting <http://youradchoices.com/> or <http://www.youronlinechoices.eu/>.

# CUSTOM EXPANDABLE ADHESION

## (SMARTPHONE)

Upon interaction the adhesion banner expands to a full-screen custom experience that drives awareness and maximizes brand engagement. Bespoke and template options are available to fit branding and drive user interaction.

- Non-intrusive ad viewability
- Banner turns translucent or disappears when the user scrolls and reappears when they stop
- 20x20 pixel close button with larger invisible hot spot included in the upper right or left hand corner
- Supports video for maximum engagement
- TrueClick technology minimizes accidental expansions



### Smartphone

**Banner Dimensions:**

320x50 Portrait | 568x50 Landscape

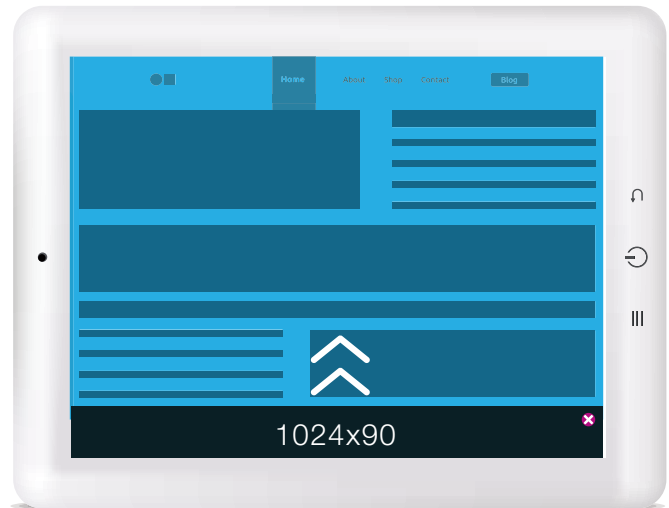
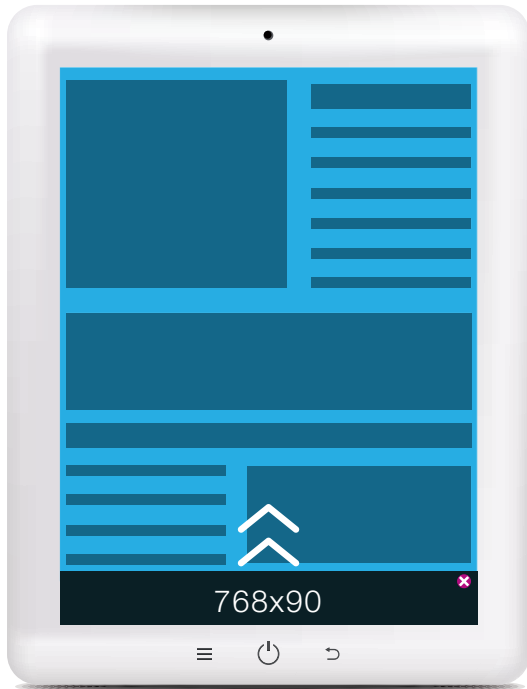
**Expanded Dimensions:**

320x460 Portrait | 568x232 Landscape

**Video:**

5 second loop

# CUSTOM EXPANDABLE ADHESION (TABLET)



## Tablet

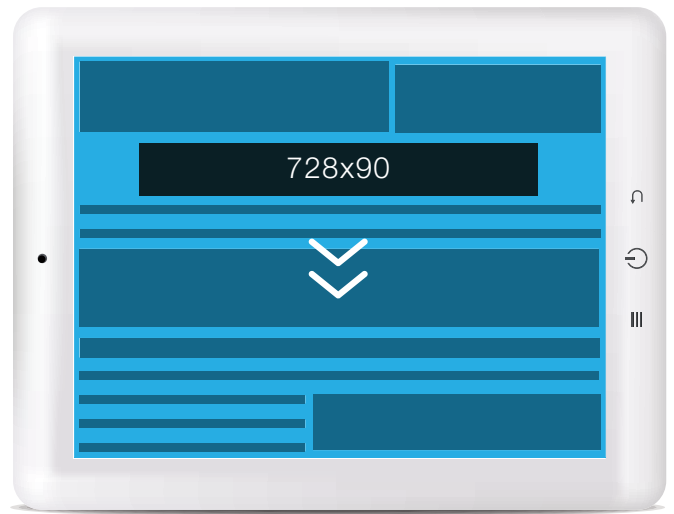
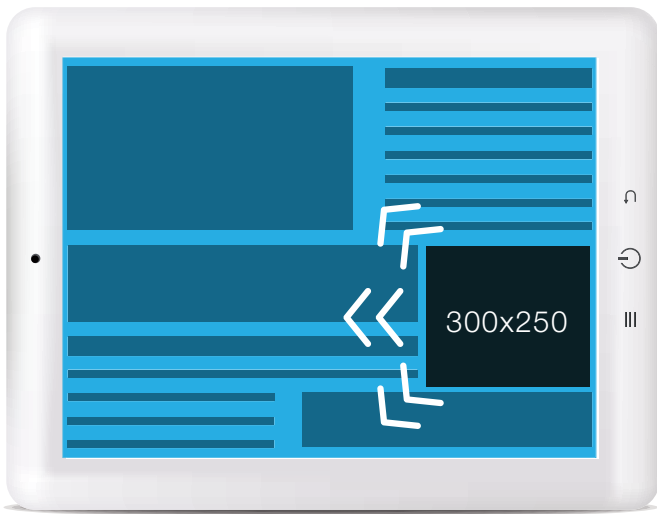
<b>Banner Dimensions:</b>	728x90 Portrait   1024x90 Landscape
<b>Expanded Dimensions:</b>	768x928 Portrait   1024x672 Landscape
<b>Video:</b>	5 second loop

## Technical Specifications

<b>Video Length:</b>	15 to 60 seconds recommended
<b>Aspect Ratio:</b>	16:9
<b>Minimum Video Resolution:</b>	1280x720
<b>Max Frame Rate (fps):</b>	30
<b>Minimum Bit Rate:</b>	2000 Kbps
<b>Video Codecs:</b>	H.264 (recommended)   MPEG-4   QuickTime   AVI   Windows Media
<b>Audio Codecs:</b>	MP3 or AAC
<b>Video File Types:</b>	MP4 (recommended)   MOV   MPEG   WMV   AVI
<b>Number of Videos:</b>	Up to 5

# EXPANDABLE IAB BANNER

(TABLET)



## Tablet

**Banner Dimensions:**

728x90 Leaderboard | 300x250 MREC

**Expanded Dimensions:**

768x928 Portrait | 1024x672 Landscape

**Video:**

5 second loop



