

3RD PARTY

STANDARD ADS

& RICH MEDIA

TECHNICAL

SPECIFICATIONS

2017

e^xponential

COALITION FOR BETTER ADS

We fully support the initiative to improve users' overall experience in the world of online advertising, including building ads that observe the Initial Better Ads Standards.

As you can see from our creative ad specs, the ads that we build and run for our clients are all compliant as per the [Initial Better Ads Standards](#) (i.e. we do NOT run ANY of the least preferred ad experiences in desktop or mobile web environments).

3RD PARTY STANDARD ADS

	Leaderboard	Medium Rectangle	Wide Skyscraper	Half Page
Dimensions	728x90	300x250	160x600	300x600
Image Ad File Types	GIF, JPG, PNG	GIF, JPG, PNG	GIF, JPG, PNG	GIF, JPG, PNG
HTML Ad File Types	HTML, CSS, JS, JPG, PNG, GIF	HTML, CSS, JS, JPG, PNG, GIF	HTML, CSS, JS, JPG, PNG, GIF	HTML, CSS, JS, JPG, PNG, GIF
Maximum Initial File Size	200 KB	200 KB	200 KB	200 KB
Animation	15 seconds maximum			
Audio	User initiated by click (mute / unmute button)			

3RD PARTY RICH MEDIA

Basic rich media ads that can offer larger and richer experiences with advanced interactive features.


	Custom Pushdown	IAB Pushdown	Billboard (standard or expandable)	Custom Sidekick	IAB Sidekick	Filmstrip
Dimensions	728x90	970x90	970x250	160x600	300x250	300x600
Maximum Expanded Dimensions	728x420	970x420	970x540	850x700	850x700	---
Expansion Direction	Down / Up	Down / Up	Down / Up	Left / Right	Left / Right	Left / Right
Max Initial File Size	200 KB	200 KB	200 KB	200 KB	200 KB	200 KB
Host-Initiated Subload	300 KB	300 KB	1 MB	300 KB	300 KB	300 KB
Host-Initiated Animation/ Video	1.1 MB	1.1 MB	2.2 MB	1.1 MB	1.1 MB	1.1 MB
User-Initiated Animation/ Video	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited
Backup Image File Size (GIF)	40 KB	40 KB	40 KB	40 KB	40 KB	40 KB
Banner Animation	15 seconds maximum (unlimited user-initiated)					
Expansion	User initiated by click or by 3-second minimum mouseover. No auto-expansions permitted					
Retraction	Ad must include a prominent close button and close upon click					
Audio	User initiated by click or 3-second mouseover. Must include mute/unmute button					
Video	User initiated by click or by 3-second mouseover. Must include pause/stop and mute buttons					
Minimum Video Frame Rate	24 fps	24 fps	24 fps	24 fps	24 fps	24 fps



ADDITIONAL SPECIFICATIONS

- 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.
- In case of multiple clickTags, extra clickTags should be named with suffix from 1 to n in continuation. `getURL(_root.clickTag, "_blank");` Sample:clickTag1, clickTag2, clickTag3.... clickTagN
- Loading files from cross domains is not permitted
- All creative are subject to approval by Exponential

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/>.

Approved 3rd Party Vendors:

- DoubleClick, FlashTalking, Pointroll, Sizmek, Spongecell

THIRD PARTY IN-STREAM ADS

VPAID 2.0

Non-interacted ad duration	up to 30 seconds without user interaction, after which time ad must unload
Extended ad duration	Unlimited, user-initiated by click
Close button	All extended or expanded ads must include a prominent close button and unload upon click
Flash ActionScript version	Flash AS3 creative supported through August 2017. Please enable Flash functionality if available
Tracking tags	Pixels and tags must be SSL compliant (HTTPS)
Countdown timer	Required

VAST 2.0

Video duration	up to 30 seconds
Required formats	MP4 and WebM media files required. Flash supported through August 2017. Please provide FLV if available
Required bitrates	768 Kbps and 385 Kbps for each media file format
Tracking tags	Pixels and tags must be SSL compliant (HTTPS)

Mobile pre-roll requires VAST tags (VPAID not supported). Flash not required for mobile pre-roll.

Exponential reserves the right to request changes to ensure all creative is compliant with our specifications and/or offers a positive user experience. If you're unsure about a concept please submit it to an Exponential representative for review.

