AD GUIDELINES & SPECS: WEBSITES

SPACE & AVAILABILITY
This document lists the advertising slots on our websites. Your salesperson will work with you to determine actual available dates for your placement(s).

GENERAL GUIDELINES
- We reserve the right to approve all creative prior to launch.
- We reserve the right to edit, revise, or refuse advertising for any reason.
- Misleading advertising is not permitted. All content within ad creative must be legible (min. 10 pt font) and the speed of any animation should reasonably allow the user to read the advertisement in its entirety.
- Any advertisement or content that can be misread by the user as news, feature, etc. must be clearly labeled as an "advertisement".
- We are not responsible for errors in customer-created or third-party delivered advertisements.
- We are not responsible for errors in advertisements/placements which are submitted after the materials deadline.
- We do not guarantee any given level of circulation, distribution, reach or readership for an advertisement.
- Credits for incorrect ad placements/creatives in the form of "make-goods" will only be provided if notification of the inaccuracy is provided within 48 hours following the posting error.
- We reserve the right to pick-up previous creative in the event no response is received from the advertiser/agency on record. Pick-up of previous creative under these circumstances will not be considered an error and no credits will be provided.
- Late delivery of materials may result in forfeiture of lost days in campaign.

THIRD-PARTY AD TAGS
- Internal redirects, redirects, Java, iFrame and standard ad calls are accepted.
- Approved vendors include DART Motif, Atlas, PointRoll, MediaMind (EyeBlaster), Mediaplex.
- All other vendors should be run by your ad trafficker for testing and verification.
- Anti-caching documentation is required.
- All 3rd Party ad tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).

BROWSER COMPATIBILITY
We are aware that some rich media ads do not display using all browsers. Typically, this is seen in older versions of Mozilla Firefox and Microsoft Internet Explorer. Currently, this comprises approximately 10% of our users. We require a GIF ad to use in these instances. However, by signing the Insertion Order and submitting your rich media ad to us, you acknowledge that you have been informed of this and agree to the terms of your Insertion Order regardless of browser-related issues. Testing of creatives across browsers should be done prior to submission.

MATERIALS SUBMISSION
- Digital ad files are to be submitted via the SendMyAd portal at https://informa.sendmyad.com. With SendMyAd, you will be able to upload, review and approve your ads in a single process. SendMyAd flags quality issues that can affect deployment and suggests resolutions. The ad portal allows you to check and revise the ad. When the ad is ready, you will be able to approve and sign off on it. Select a media profile for and upload your ad material.
- If you are submitting multiple files, please choose "zip campaign" as type of placement.
- If you have any questions, please contact your Ad Operations Trafficker.

IMPORTANT:
Please share this entire document with your creative designers to avoid materials being returned to you that do not meet our specifications.

INFORMATION ON HTML5

HTML5 SPECIFICATIONS

Informa supports HTML5 advertising on Informa sites. Ads created in HTML5 offer the benefit of working across devices and platforms. Advertisers are asked to submit their advertising tags or code via Informa's ad portal: https://informa.sendmyad.com.

- File size for HTML5 creatives is 200kb for max initial file load.
- Information on click macro implementation must be provided.
- Advertiser/Client must host all files referenced in HTML5 ad.
- Static backup image file required (JPG, GIF, PNG). Any browsers incapable of displaying HTML5 will show the backup image.
- All HTML5 code must adhere to the ad guidelines and specifications for its respective ad unit.
- HTML5 code must be submitted in accordance to the ad unit's submission lead time for proper testing and any necessary revisions.
- Informa's ad server is Google DoubleClick for Publishers (Premium).
- Avoid using z-index as CSS layering styles can cause issues with elements on the website.
- Refrain from styling global elements like the body and universal tags (such as 1, h1, p, etc.) since these will interfere with the website's styles.

HTML5 ads can be submitted as:

- Third-party tag.
- DoubleClick Studio creatives directly pushed to our DFP network from DC Studio.
- DoubleClick Campaign Manager tag (DCM inred).

As broad adoption is still limited, HTML5-specific ad specifications have not been finalized by the IAB. As such, Informa HTML5 specs may be updated in the future.

HTML5 FAQ

There is a shift in web traffic to mobile devices as well as a decline in browser support for Flash. With the Flash changes, advertisers should be motivated to build ads that run on HTML5. Advertisers that move to HTML5 will have the benefit of being able to run the same creative across desktop, mobile and tablets.

What is HTML5?
HTML is the mark-up language used for the World Wide Web. Almost all web pages you visit on the internet are based around HTML code. HTML5 is simply the latest iteration of this mark-up language that allows for more dynamic, animated and interactive web pages. An HTML5 ad creative can be a single HTML file or it can be a set of HTML files, CSS files, JS files and images contained in a folder or series of folders.

Why is HTML5 important now?
The latest versions of Chrome prevents Flash from automatically playing. Google didn't announce it was blocking ads but claiming to "intelligently pause content (like Flash animations) that aren't central to the webpage." Mozilla also made changes to disable Flash in Firefox.

Free resources on HTML5
- DFP Premium - Swiffy Help: https://goo.gl/JzDh00
- DFP Small Business - Swiffy Help: https://goo.gl/QsErtf
- Google Web Designer to build creatives in HTML5: https://www.google.com/webdesigner

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food-restaurant.penton.com

STANDARD DISPLAY AD: 728x90

MATERIALS DUE
10 business days prior to start of campaign

UPLOAD FILES TO
https://informa.sendmyad.com

SEND INSERTION ORDERS TO
orders@informa.com
F: 913-514-7000

CONTACT
for NRN/RH/FM/SN:
Matt Bandes
Digital Ad Operations Trafficker
matt.bandes@informa.com
T: 913-967-1972

FEATURES

check•   Highly visible

check•   Prominent placement

AD SPECIFICATIONS

•   IMAGE SIZE: 728x90 (with 320x50 for mobile)

•   ACCEPTABLE FORMATS: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag

•   HTML5 AS: 3rd party tag, DoubleClick Studio creative, or DCM tag

•   FILE SIZE: 200KB max

ADDITIONAL INFORMATION

•   ANIMATED GIF: Max # of loops: 3; Max # of frames: 4

•   MOBILE EXCLUSION: If mobile users are to be excluded from your Rich Media impressions, please inform us in advance

STANDARD DISPLAY AD: 300x250

Example:
http://engage.informa.com/portfolio/rectangle/

MATERIALS DUE
10 business days prior to start of campaign

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https://informa.sendmyad.com

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orders@informa.com
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T: 913-967-1972

FEATURES

check•   Highly visible

check•   Prominent placement

AD SPECIFICATIONS

- IMAGE SIZE: 300x250

- ACCEPTABLE FORMATS: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag

- HTML5 AS: 3rd party tag, DoubleClick Studio creative, or DCM tag

- FILE SIZE: 200KB max

ADDITIONAL INFORMATION

- ANIMATED GIF: Max # of loops: 3; Max # of frames: 4

- MOBILE EXCLUSION: If mobile users are to be excluded from your Rich Media impressions, please inform us in advance

HOMEPAGE TAKEOVER
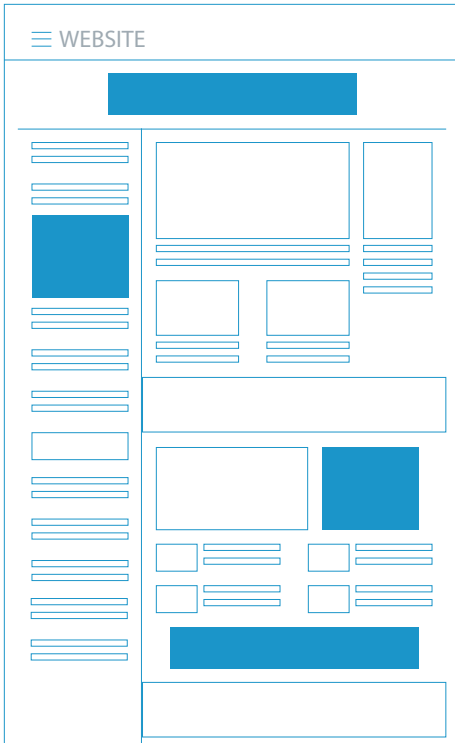
≡ WEBSITE

Example:
http://engage.informa.com/portfolio/site-takeover/

FEATURES

check•   Provides the advertiser the ultimate exposure

check•   Every ad unit on the homepage will belong to the advertiser and prevent the competition from showing at the same time
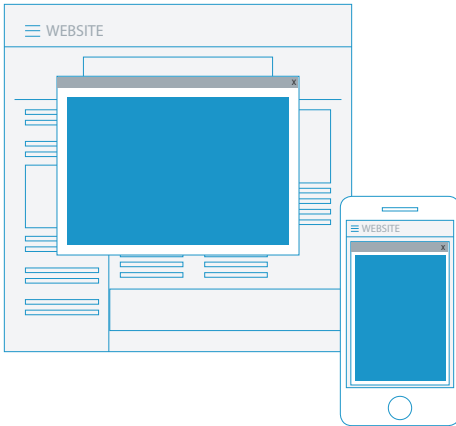
AD SPECIFICATIONS

•   IMAGE SIZE: 728x90 (with 320x50 for mobile); 300x250

•   ACCEPTABLE FORMATS: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag

•   HTML5 AS: 3rd party tag, DoubleClick Studio creative, or DCM tag

•   FILE SIZE: 200KB max

ADDITIONAL INFORMATION

•   ANIMATED GIF: Max # of loops: 3; Max # of frames: 4

•   MOBILE EXCLUSION: If mobile users are to be excluded from your Rich Media impressions, please inform us in advance

MATERIALS DUE
10 business days prior to start of campaign

UPLOAD FILES TO
https://informa.sendmyad.com

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WELCOME AD

Example:
http://engage.informa.com/portfolio/prestitial/

MATERIALS DUE
10 business days prior to start of campaign

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https://informa.sendmyad.com

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FEATURES

check•   Displays an ad to the user on their first visit and for a specified length of time

check•   "Sponsored Introduction" is displayed with a countdown

check•   A "continue" link is included to ensure optimal user experience

AD SPECIFICATIONS

•   IMAGE SIZE: 640x480 (with 300x416 for mobile)

•   ACCEPTABLE FORMATS: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag

•   HTML5 AS: 3rd party tag, DoubleClick Studio creative, or DCM tag

•   FILE SIZE: 200KB max

ADDITIONAL INFORMATION

•   ANIMATION: Max 15 second loop

•   POLITE DOWNLOAD: 300KB max

•   CREATIVE: Do not include a close button

•   MOBILE EXCLUSION: If mobile users are to be excluded from your Rich Media impressions, please inform us in advance

IN-ARTICLE VIDEO AD
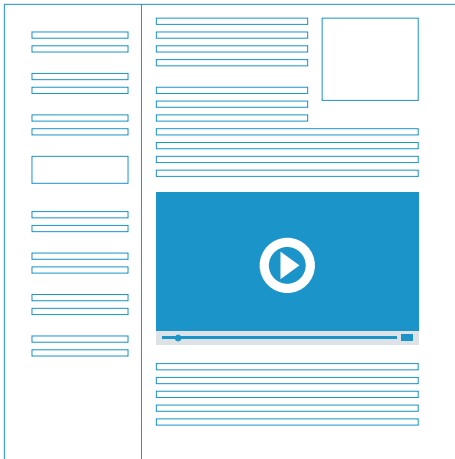
Example:
http://engage.informa.com/portfolio/in-article-video/

MATERIALS DUE
10 business days prior to start of campaign

UPLOAD FILES TO
https://informa.sendmyad.com

SEND INSERTION ORDERS TO
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FEATURES

check•   Optimal user experience and viewability through in-article placement

check•   Auto plays when more than 50% in-view on user's screen

check•   Premium environment for short 15-60 second videos–inside article content for more focused, attentive viewer engagement

AD SPECIFICATIONS

- ASPECT RATIO: 16:9 (4:3 not supported)

- RESOLUTION: 1920x1080 max; 640x360 min

- VIDEO LENGTH: 15-60 seconds is optimal

- ACCEPTABLE FORMATS: FLV, MP4, MOV, VAST, VPAID*, Youtube video key

- HTML5 AS: 3rd party tag, DoubleClick Studio creative, or DCM tag

- FILE SIZE: 20MB max

- CODEC: Any video codecs except ProRes 4444, HDV 720p60, Go2 Meeting 3 & 4, ER AAC LD, REDCODE

- SOUND SETTING: On

ADDITIONAL INFORMATION

- VPAID FILE FORMAT: Might require additional testing and does not currently work on mobile

INTERACTIVE VIDEO AD

☰ WEBSITE

Example:
http://engage.informa.com/portfolio/in-banner/

MATERIALS DUE
3-4 weeks prior to start of campaign

UPLOAD FILES TO
https://informa.sendmyad.com

SEND INSERTION ORDERS TO
orders@informa.com
F: 913-514-7000

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FEATURES

check• Highly engaging viewability format for video content

check• Rich media ads allow video to play within traditional ads

AD SPECIFICATIONS

VIDEO:

• ASPECT RATIO: 16:9 or 4:3

• RESOLUTION: 1920x1080 max; 640x360 min

• LENGTH: 90 seconds max

• ACCEPTABLE FORMATS: MOV, WMV, MP4, FLV, MPEG, MPG, AVI

• HTML5 AS: 3rd party tag, DoubleClick Studio creative, or DCM tag

• FILE SIZE: 60MB max

AUDIO (optional, necessary only if provided video files don't include embedded audio):

• BITRATE: 250 kbps max; 64 kbps min

• ACCEPTABLE FORMATS: MP3, AAC, WAV

• FILE SIZE: 10MB max

IMAGES:

• ASSETS: Logo, Expansion Background, Product Images, Coupons, Buttons

• ACCEPTABLE FORMATS: GIF, PNG, JPEG

• IMAGE SIZE: 810x550 for Expansion Background

ADDITIONAL INFORMATION

• AUDIO: User-initiated only

• CONTROLS: "Close X", Play, Pause, Rewind and Volume are generally required

• Full URLs required for the video, images, buttons, etc.

• Informa reserves the right to edit images/copy that do not meet the specifications listed above

WEBSKIN AD
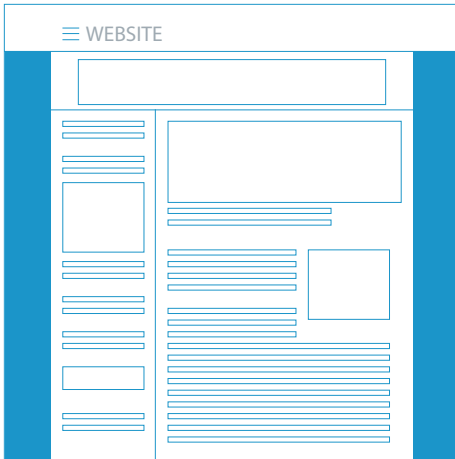
Example:
http://engage.informa.com/portfolio/page-wrap/

MATERIALS DUE
10 business days prior to start of campaign

UPLOAD FILES TO
https://informa.sendmyad.com

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orders@informa.com
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FEATURES

check•   Offers advertisers the opportunity to brand around a web site by leveraging traditionally unused portions of the page

check•   Covers the left and right rails on a page (rails must be "clickable")

AD SPECIFICATIONS

•   IMAGE SIZE: 1700x1100 recommended; 1510x1100 min

•   ACCEPTABLE FORMATS: GIF, PNG, JPEG (Static image), PSD, AI

•   FILE SIZE: 200KB max

CREATIVE:

The width across the website is 1200 pixels. Ad should be designed for dimensions 1510x1100 allowing for the site to be centered within the creative. Recommend 1700x1100 for widescreen monitors. Keep branding and messaging inside 155 pixel wide to left and right sides. Content beyond 155 pixels may not be seen on all monitors.

Begin with a 1510 pixel wide x 1100 pixel high blank image. Create message content to be placed in two separate 155 pixel wide towers, placed on opposite edges of the blank canvas. Keep all-important text/call-to-action/logos above the bottom quarter of creative space and below the top 70 pixels of creative space (approximately 200-250 bottom and 70 top pixels that may not be seen on all monitors). If you wish to accommodate widescreen monitors (1700 pixel width max allowed), follow steps 1 and 2, then change your canvas width to 1700 pixels. You may place any design elements on the outsides of the towers, but please keep your important content (message, call-to-action, etc.) within the original 155 pixel wide towers. Leave first 70 pixels of space from top clear of important content as it will not always be visible.

ADDITIONAL INFORMATION

•   URL: Entire wallpaper will be clickable or you can use multiple clicks (left and right); tracking pixels can be supported

•   Website content area must remain as a white background

•   Informa will produce this ad, no third-party tags supported

PRE-ROLL VIDEO AD

Example:
http://engage.informa.com/portfolio/pre-roll/

MATERIALS DUE
3-4 weeks prior to start of campaign

UPLOAD FILES TO
https://informa.sendmyad.com

SEND INSERTION ORDERS TO
orders@informa.com
F: 913-514-7000

CONTACT
for NRN/RH/FM/SN:
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Digital Ad Operations Trafficker
matt.bandes@informa.com
T: 913-967-1972

FEATURES

check•   Short clip that precedes editorial video content

AD SPECIFICATIONS

• ASPECT RATIO: 16:9 (4:3 not supported)

• RESOLUTION: 640x360 min

• LENGTH: 20 seconds max

• ENCODING: H.264 format

• ACCEPTABLE FORMATS: MP4 (recommended), WebM, VP8

• BITRATE: 1500 kbps max; 700 kbps min

• FILE SIZE: 100MB max

• AUDIO: AAC audio recommendedd

ADDITIONAL INFORMATION

• Must be VAST compliant

• Informa reserves the right to edit images/copy that do not meet the specifications listed above

JUMBOTRON AD
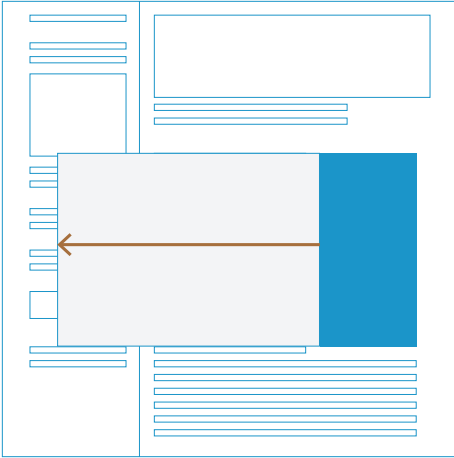
Example:
http://engage.informa.com/portfolio/jumbotron/

MATERIALS DUE
15 business days prior to start of campaign

UPLOAD FILES TO
https://informa.sendmyad.com

SEND INSERTION ORDERS TO
orders@informa.com
F: 913-514-7000

CONTACT
for NRN/RH/FM/SN:
Matt Bandes
Digital Ad Operations Trafficker
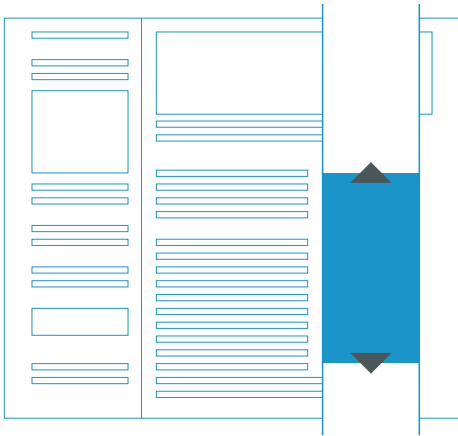matt.bandes@informa.com
T: 913-967-1972

FEATURES

check•   Full rich media interactivity

check•   Half-Page page ad unit expands to one of our largest screen sizes at user click

check•   Opportunity to fit multiple assets – messaging, video, image gallery, product samples, etc.

check•   The viewer stays in control of the ad experience

AD SPECIFICATIONS

•   IMAGE SIZE: 300x600 (initial); 970x700 (expanded)

•   CLIENT SUPPLIES: 3rd party tag or HTML5

•   FILE SIZE: 200KB max (initial); 300KB max (polite download)

•   ACTION: Expands to left at user-initiated click; Closes via obvious "close" text or "X"

•   BORDERS: Creatives without border must have high contrast background color that doesn't mimic the background color of the website

•   ANIMATION: 15 seconds max (initial load); Unlimited (user-initiated action)

•   VIDEO: 1.1MB max additional file size allowed for host-initiated video; Unlimited file size for user-initiated video

•   AUDIO: Muted on initial load

•   AUDIO/VIDEO CONTROLS: Must have visible functioning controls (play/pause, mute, stop)

FILMSTRIP AD

Example:
http://engage.informa.com/portfolio/filmstrip/

MATERIALS DUE
15 business days prior to start of campaign

UPLOAD FILES TO
https://informa.sendmyad.com

SEND INSERTION ORDERS TO
orders@informa.com
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FEATURES

check•   Large canvas, full rich media interactivity

check•   High impact engagement features – scroll, click, hover & touch – allow user to explore up to 5 segments of the creative

check•   Viewer controls ad experience

AD SPECIFICATIONS

•   IMAGE SIZE: 300x600 (initial); 300x3000 (expanded)

•   CLIENT SUPPLIES: 3rd party tag or HTML5

•   FILE SIZE: 200KB max (initial); 300KB max (polite download)

•   ACTION: 300×600 viewable window in which total ad size of 300×3000 scrolls (five 300×600 segments); Scroll is user initiated

•   BORDERS: Creatives without border must have high contrast background color that doesn't mimic the background color of the website

•   ANIMATION: 15 seconds max (initial load); Unlimited (user-initiated action)

•   VIDEO: 1.1MB max additional file size allowed for host-initiated video; unlimited file size for user-initiated video

•   AUDIO: Muted on initial load

•   AUDIO/VIDEO CONTROLS: Must have visible functioning controls (play/pause, mute, stop)

ADDITIONAL INFORMATION

•   A 300x600 backup image is required (GIF, PNG, JPEG; 200KB max file size)

SIDEKICK AD
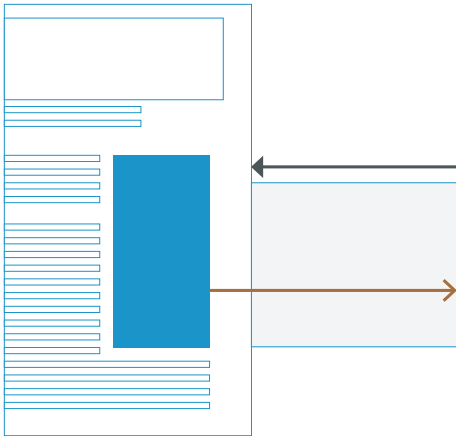
Example:
http://engage.informa.com/portfolio/sidekick/

MATERIALS DUE
15 business days prior to start of campaign

UPLOAD FILES TO
https://informa.sendmyad.com

SEND INSERTION ORDERS TO
orders@informa.com
F: 913-514-7000

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T: 913-967-1972

FEATURES

check• Large canvas, full rich media interactivity

check• Begins as display ad unit that "kicks" out to the side of the browser when clicked

check• Rich creative possibilities – advertiser messaging, video elements, product samples and more – delivered without affecting page content

check• Viewer stays in control of the ad experience

AD SPECIFICATIONS

• IMAGE SIZE: 300x250 or 300x600 (initial); 850x700 (expanded)

• CLIENT SUPPLIES: 3rd party tag or HTML5

• FILE SIZE: 200KB max (initial); 300KB max (polite download)

• ACTION: Kicks out to right, shifting website to the left; Expansion activated user-initiated click only; Closes via obvious "close" text or "X"

• BORDERS: Creatives without border must have high contrast background color that doesn't mimic the background color of the website

• ANIMATION: 15 seconds max (initial load); Unlimited (user-initiated action)

• VIDEO: 1.1MB max additional file size allowed for host-initiated video; unlimited file size for user-initiated video

• AUDIO: Muted on initial load

• AUDIO/VIDEO CONTROLS: Must have visible functioning controls (play/pause, mute, stop)

ADDITIONAL INFORMATION

• A 300x250 or 300x600 backup image is required (GIF, PNG, JPEG; 200KB max file size)

PUSHDOWN AD
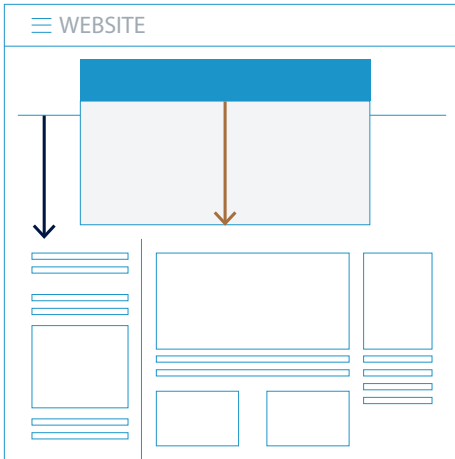
Example:
http://engage.informa.com/portfolio/pushdown/

MATERIALS DUE
15 business days prior to start of campaign

UPLOAD FILES TO
https://informa.sendmyad.com

SEND INSERTION ORDERS TO
orders@informa.com
F: 913-514-7000

CONTACT
for NRN/RH/FM/SN:
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Digital Ad Operations Trafficker
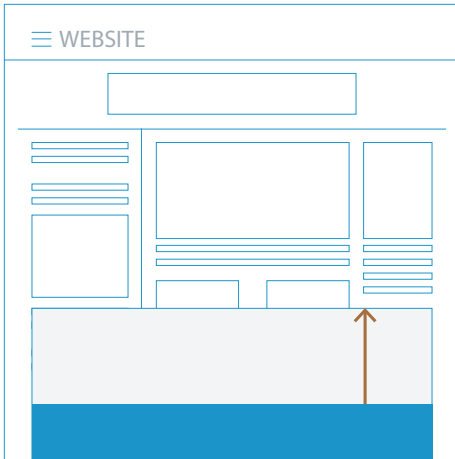matt.bandes@informa.com
T: 913-967-1972

FEATURES

check•   Full rich media interactivity

check•   User-initiated expanding canvas allows for extended viewability of videos, photos, animations, etc.

check•   Seamlessly retracts after a set period, or if the user opts to close the ad

AD SPECIFICATIONS

•   IMAGE SIZE: 970x90 (initial); 970x415 (expanded)

•   CLIENT SUPPLIES: 3rd party tag or HTML5

•   FILE SIZE: 200KB max (initial); 300KB max (polite download)

•   ACTION: Expanded unit "pushes" page content down rather than expanding over page content at user-initiated click; Closes via obvious "close" text or "X"

•   BORDERS: Creatives without border must have high contrast background color that doesn't mimic the background color of the website

•   ANIMATION: 15 seconds max (initial load); Unlimited (user-initiated action)

•   VIDEO: 1.1MB max additional file size allowed for host-initiated video; unlimited file size for user-initiated video

•   AUDIO: Muted on initial load

•   AUDIO/VIDEO CONTROLS: Must have visible functioning controls (play/pause, mute, stop)

FLOOR AD

Example:
http://engage.informa.com/portfolio/floor-footnote-ad/

MATERIALS DUE
3-4 weeks prior to start of campaign

UPLOAD FILES TO
https://informa.sendmyad.com

SEND INSERTION ORDERS TO
orders@informa.com
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matt.bandes@informa.com
T: 913-967-1972

FEATURES

check•   Full rich media interactivity

check•   Fixed, adhesion ad unit that sits at the bottom of the browser, remaining in the user's view, even as they scroll the page

check•   Begins collapsed, on user-initiated click the ad spawns a larger canvas that can support social, video and custom content integrations

AD SPECIFICATIONS

- IMAGE SIZE: 1200x90 (initial); 1200x410 (expanded)

- CLIENT SUPPLIES: All creative assets, including designed layouts, pre-built animations and instructions for interactive components; Informa will execute final tag for all Floor ad units

- FILE SIZE: 200KB max (initial); 300KB max (polite download)

- ACTION: Persistent unit that sits at the bottom of the screen; Expands up from center at user-initiated click; Closes via obvious "close" text or "X".

- BORDERS: Creatives without border must have high contrast background color that doesn't mimic the background color of the website

- ASSETS FOR PRODUCTION: Videos, HTML5 source files, JPEG/PSD, Social Feeds

- ANIMATION: 15 seconds max (initial load); Unlimited (user-initiated action)

- VIDEO: 1.1MB max additional file size allowed for host-initiated video; unlimited file size for user-initiated video

- AUDIO: Muted on initial load

- AUDIO/VIDEO CONTROLS: Must have visible functioning controls (play/pause, mute, stop)

ADDITIONAL INFORMATION

- CLOSE BUTTON: Close "X" required in upper right hand corner on initial and expanded states

- Informa will produce the ad tag for this unit; no third-party tags supported

CANOPY AD
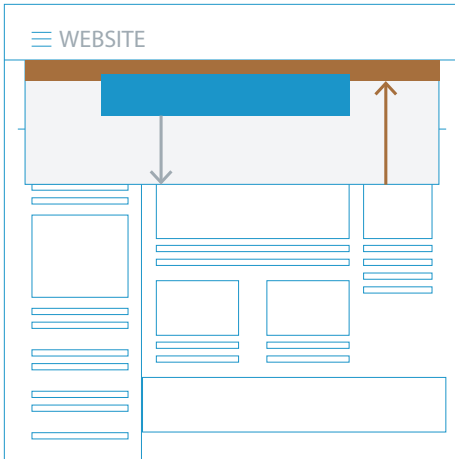
Example:
http://engage.informa.com/portfolio/canopy/

MATERIALS DUE
3-4 weeks prior to start of campaign

UPLOAD FILES TO
https://informa.sendmyad.com

SEND INSERTION ORDERS TO
orders@informa.com
F: 913-514-7000

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T: 913-967-1972

FEATURES

check•   Full rich media interactivity

check•   Starts as a 728×90 leaderboard that turns into a persistent presence at the top of the site as user begins to scroll

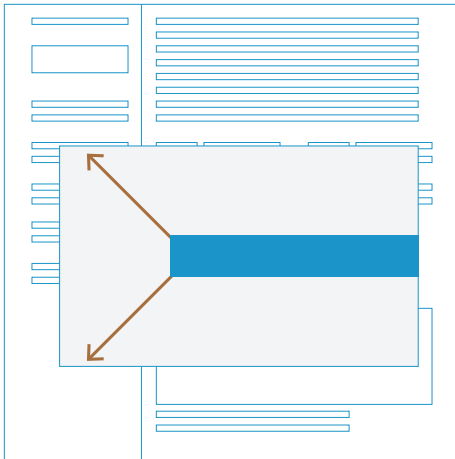check•   At user click, expands into 970×250 canvas

AD SPECIFICATIONS

•   IMAGE SIZE: 728x90 or 970x90 (initial); 970x250 (expanded); 970x45 (persistent)

•   CLIENT SUPPLIES: All creative assets, including designed layouts and instructions for interactive components; Informa will execute HTML5 for all Canopy ad units

•   FILE SIZE: 200KB max (initial); 300KB max (polite download)

•   ACTION: Unit starts as a leaderboard and expands at user-initiated click only; Persistent unit floats to the top of the browser at scroll; Mandatory click to collapse button in lower right corner of expanded unit

•   BORDERS: Creatives without border must have high contrast background color that doesn't mimic the background color of the website

•   ASSETS FOR PRODUCTION: Videos, HTML5 source files, JPEG/PSD, Social Feeds

•   ANIMATION: 15 seconds max (initial load); Unlimited (user-initiated action)

•   VIDEO: 1.1MB max additional file size allowed for host-initiated video; unlimited file size for user-initiated video

•   AUDIO: Muted on initial load

•   AUDIO/VIDEO CONTROLS: Must have visible functioning controls (play/pause, mute, stop)

ADDITIONAL INFORMATION

•   CLOSE BUTTON: Close "X" required in upper right hand corner on initial and expanded states

•   Informa will produce the ad tag for this unit; no third-party tags supported

INTERSCROLLER EXPANDABLE AD

Example:
http://engage.informa.com/portfolio/in-article-expandable/

MATERIALS DUE
15 business days prior to start of campaign

UPLOAD FILES TO
https://informa.sendmyad.com

SEND INSERTION ORDERS TO
orders@informa.com
F: 913-514-7000

PRODUCTION CONTACT
for NRN/RH/FM/SN:
Matt Bandes
Digital Ad Operations Trafficker
matt.bandes@informa.com
T: 913-967-1972

FEATURES

check•   Full rich media interactivity

check•   Great user viewability, as the unit is positioned between two articles

check•   Unit starts as a 728×90 leaderboard, and at user click, expands over the article area to 970×700

AD SPECIFICATIONS

•   IMAGE SIZE: 728x90 (initial); 970x700 (expanded)

•   CLIENT SUPPLIES: 3rd party tag or HTML5

•   FILE SIZE: 200KB max (initial); 300KB max (polite download)

•   ACTION: Expands from center and above at mouse over or user-initiated click; Closes via obvious "close" text or "X"

•   BORDERS: Creatives without border must have high contrast background color that doesn't mimic the background color of the website

•   ANIMATION: 15 seconds max (initial load); Unlimited (user-initiated action)

•   VIDEO: 1.1MB max additional file size allowed for host-initiated video; unlimited file size for user-initiated video

•   AUDIO: Muted on initial load

•   AUDIO/VIDEO CONTROLS: Must have visible functioning controls (play/pause, mute, stop)

MATERIALS DUE

•   15 business days prior to start of campaign