townsquare media AD SPEC

CUSTOM AD UNITS

BILLBOARD

- High impact real estate at the very top of the page
- Great vehicle to distribute short-form video

250 | EXPANDED

970

76 | CONTRACTED

970
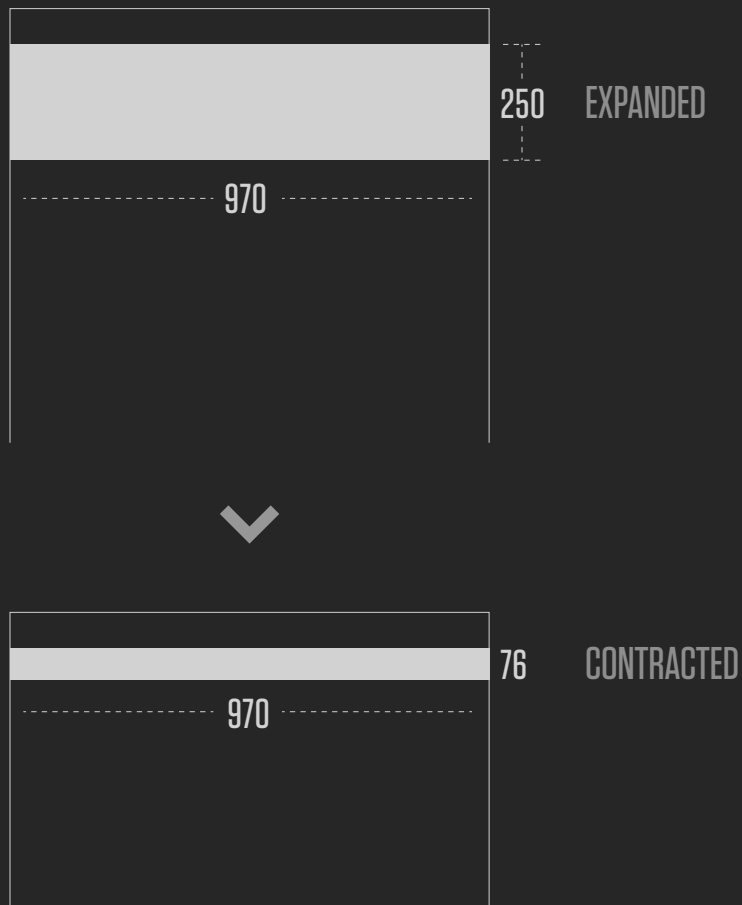
OVERVIEW:

· Sits at the top of every page
    · In a few instances below the nav
· Loads 970 x 250 and remains open unless the user clicks to close
· If closed, collapses to 970 x 76
· User expands unit by clicking anywhere in the collapsed ad, which autoplays the video with sound.
· May include video player

VIDEO EXPERIENCE:

· YouTube player embedded in the ad
· Player is 250 px tall with variable width based on aspect ratio
    · 16:9 video is 444 px wide
· Video autoplay on load with click for audio (video restarts)
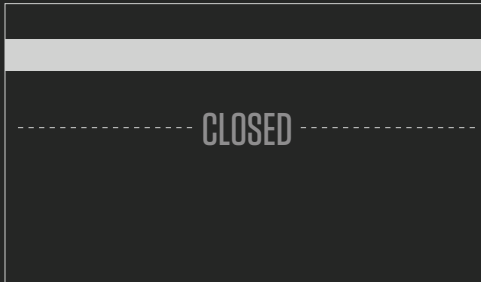· Default YouTube thumbnail upon completion

FREQUENCY:

· Always served open
· If user closes the ad, it will remain closed for the remainder of the day.
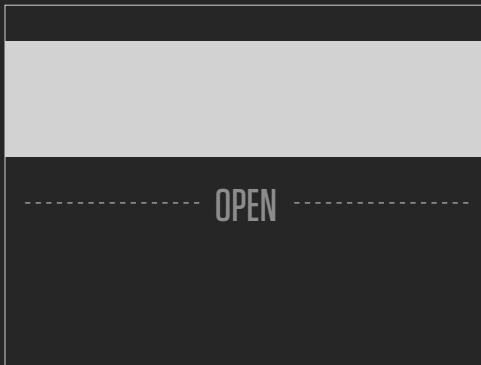
Billboard Continued
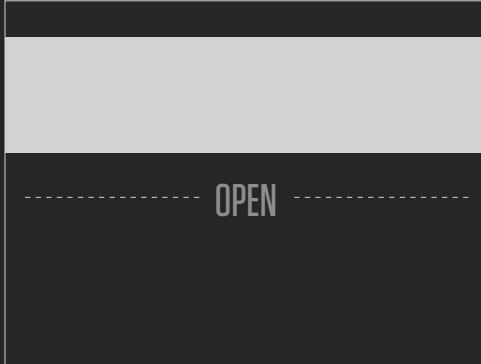
JOE VIEWS AD AT 10:00 AM
ON MONDAY AND CLOSES IT

OPEN

JOE VIEWS AD AT 10:30 AM
ON MONDAY

CLOSED

JOE VIEWS AD AT 9:00 AM
ON TUESDAY

OPEN

ASSETS REQUIRED FOR THE CUSTOM DESIGN

· Key Art/one sheet: layered .psd file

· Title treatment/logos: .eps format

· Brand and creative guidelines (with do's and don'ts)

  • Existing ad creatives (as examples)

· Key brand messaging

· Fonts - both PC and Mac compatible

· If there is a video unit with client-branded video, please send a mov
  video file

For design requirements please contact your Townsquare
Account Manager

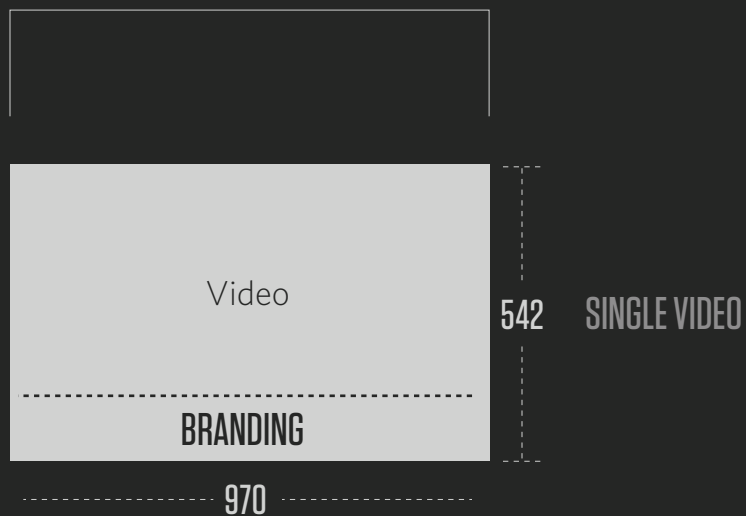**SCREENSHOT** **TEMPLATE** **SEE DEMO** **ADDITIONAL TECH SPECS**

THEATER UNIT

A prominent ad unit anchored at the top of the site, featuring a video player, branding and multiple video playback.

Video

Thumbnail

Thumbnail

Thumbnail

542   THREE VIDEOS

BRANDING

970

Video

542   SINGLE VIDEO

BRANDING

970

OVERVIEW:

· Sits at the top of every page
· Includes giant video player with branding and Call to Action button on Content bar
· Loads 970 x 542 and remains open unless user clicks to collapse
· If closed, collapses to 970 x 109
· May include either one or three videos

BOTTOM BRANDING AND THUMBNAILS:

· Bottom branding includes branding and Call To Action button
· Highlights up to 3 videos, shown as thumbnails on the right side of the video (optional)

USER EXPERIENCE:

· First video autoplays on load without sound
   · prominent "muted" icon in the top left
· User may click anywhere on the video to turn sound on and restart
   · "muted icon disappears
· User may select from additional videos anytime, which then autoplays
· Additional videos autoplay upon completion of prior video
· User can collapse the entire unit by clicking "CLOSE" button on the top right, minimizing the unit to just the Content Bar
· User can expand the unit by clicking on the "EXPAND" button.

EXPANDED

542

BRANDING

970

CONTRACTED

109

BRANDING

970

FREQUENCY:
- Served 1x5 minutes when running rotationally
- As part of a site takeover, first impression served in expanded state: subsequent impressions within 5 minutes served in contracted state

ASSETS REQUIRED FOR CUSTOM DESIGN:
- Key Art/one sheet: Layered .psd file
- Title treatment/logos: .eps format
- Brand and creative guidelines (with do's and don'ts)
    - Existing ad creatives (as examples)
- Key brand messaging
- Fonts - both PC and Mac compatible
- If there is a video unit with client-branded video please send a .mov video file

For design requirements please contact your Townsquare Account Manager

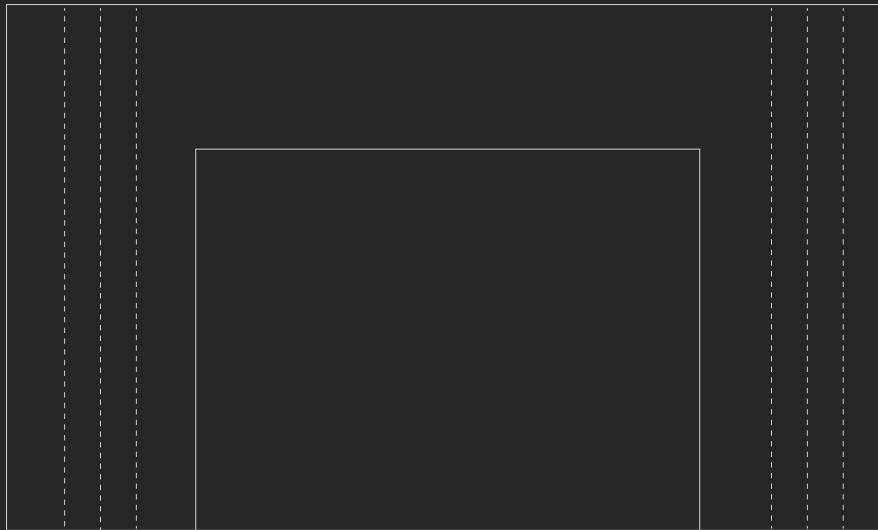**SCREENSHOT** **TEMPLATE** **SEE DEMO** **ADDITIONAL TECH SPECS**

SKIN TAKEOVER

- Brands the background experience of our sites
- On some sites this includes the background behind the header which is available for skinning.

SIZE 1

SIZE 2

SIZE 3

DIMENSIONS:

- Each size of the skin must restrict its branding to fit within the following dimensions:
  - 1280
  - 1440
  - 1600
- Textures can extend beyond that

DYNAMIC SKIN RESIZING:

- Our site technology recognizes the user's browser window size and dynamically resizes the skin to best fit the branding into the user's viewable area

CLICKTHROUGH:

- We support a single clickthrough from the skin

SKIN BEHAVIOR OPTIONS:

- SCROLLING
  - The skin moves off screen as the user scrolls
 - Accommodates taller skins or skins with multiple messages
- FIXED
  - The skin is locked into place, not moving as the user scrolls down
  - Branding / message is persistant as user scrolls
  - All branding must be above the fold (670 px total).

BRANDING & "TEXTURE":

- Textures including colors, shapes, and patterns may start at the very top of the page
- Branding including text, buttons and logos must be positioned in relation to the site's header to not compete with the site's logo.
  - This needs to be considered during design of takeovers including Billboards and Theater units, as that will push site's header further down the page. During these takeovers, it is acceptable to position the skin's branding above the site header, since it is now lower than normal.
- Textures are allowed inside site header area; branding is not

Skin Takeover Continued
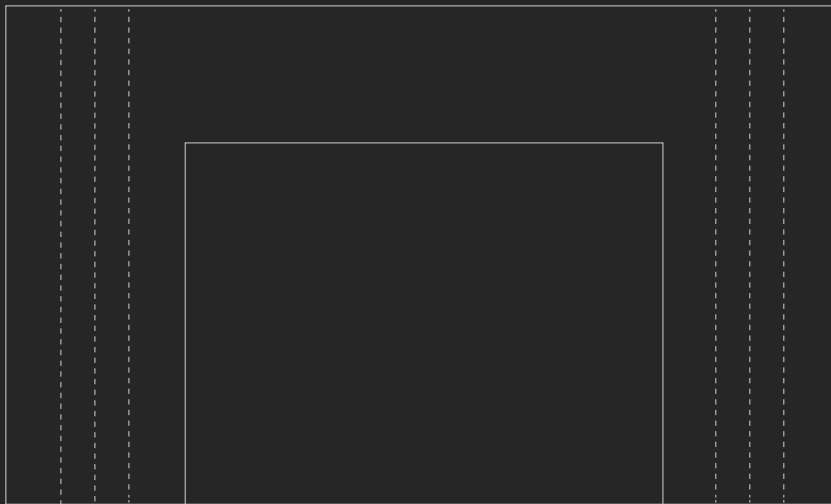
SIZE 1

SIZE 2

SIZE 3

DIMENSIONS:

- Each size of the skin must restrict its branding to fit within the following dimensions:
    - 1280
    - 1440
    - 1600
- Textures can extend beyond that

ASSETS REQUIRED FOR CUSTOM DESIGN:
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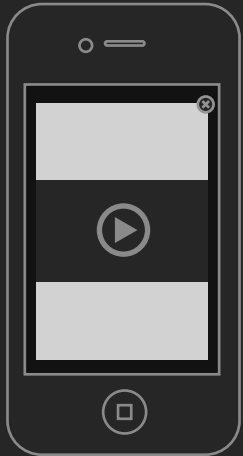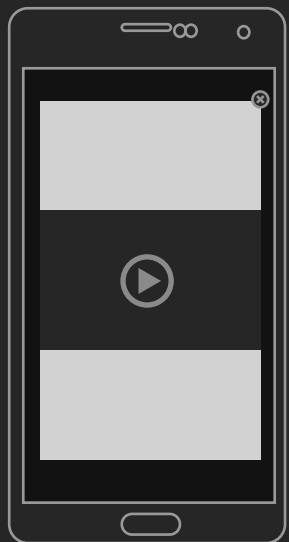SCREENSHOT   TEMPLATE   SEE DEMO   ADDITIONAL TECH SPECS

MOBILE PRESTITIAL

- Full-screen ad in front of a site on mobile devices.
- Prominent branding and call to action
- May include a video

CONTENT

CONTENT

USER EXPERIENCE:

· Ad appears for 7 seconds before site load. User may close the ad via the "X" button any time before 7 seconds.
· After 7 seconds: ad closes, (unless the user has chosen to watch an inluded video).

VIDEO:

· Video is presented initially as an animated thumbnail with a play button
· On tap, video launches with sound per that device's standard playback:
    · iOS: goes fullscreen with native playback
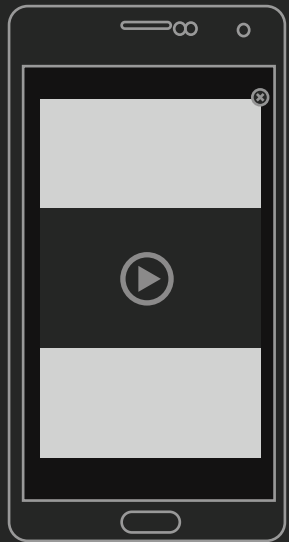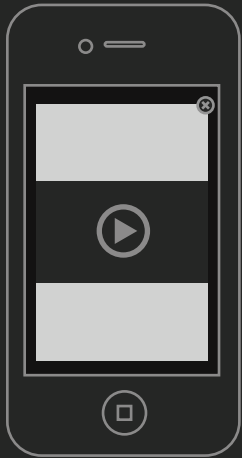   · Android: plays inline

DYNAMIC LAYOUT:

· Branding is scaled to maximize the device's display
· Single clickthrough from the prestitial

DIMENSIONS:

· Content area: 320 x 480 aspect ratio (designed for retina at 640 x 960)

FREQUENCY:

· Served 1x5 minutes

Mobile Prestitial Continued

CONTENT

CONTENT

1.06

ASSETS REQUIRED FOR CUSTOM DESIGN:

· Key Art/one sheet: Layered .psd file

· Title treatment/logos: .eps format

· Brand and creative guidelines (with do's and don'ts)

· Existing ad creatives (as examples)

· Key brand messaging

· Fonts - both PC and Mac compatible

· If there is a video unit with client-branded video please send a .mov video file
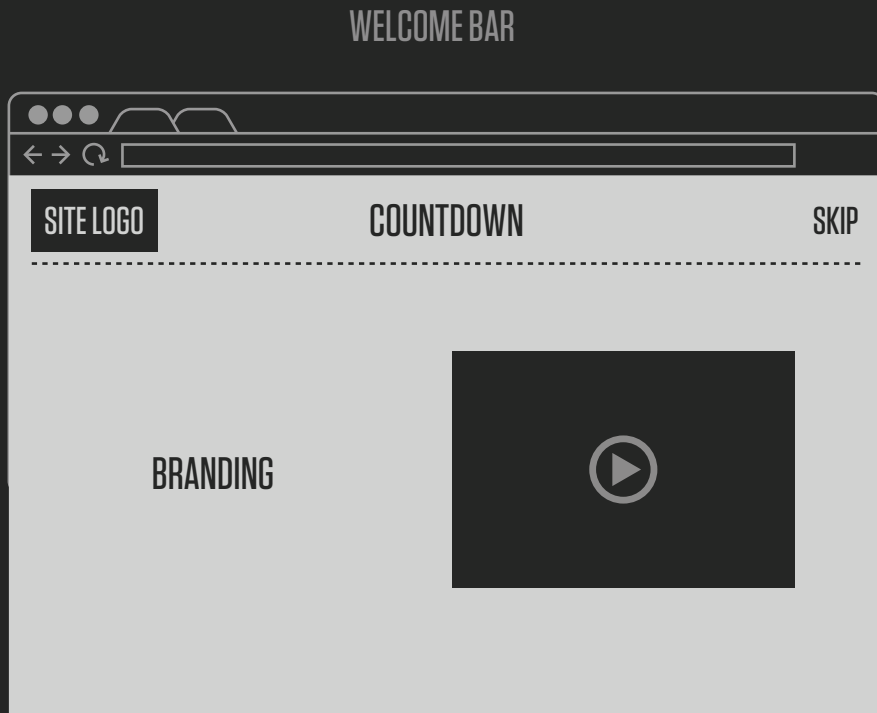
For design requirements please contact your Townsquare Account Manager

SCREENSHOT TEMPLATE SEE DEMO ADDITIONAL TECH SPECS

FULLSCREEN OVERLAY

- Our most impactful desktop ad unit featuring a large video player and fullscreen branding, completely filling the user's browser.

WELCOME BAR

SITE LOGO	COUNTDOWN	SKIP

BRANDING

▶

OVERVIEW:

· Loads on top of site, filling the user's browser

· Includes giant video player with branding and Call To Action

· The Welcome Bar, which runs along the top of the unit, informs the user as to their destination by featuring the site's logo in the ad. It also includes a visual countdown and "continue to site" button.

USER EXPERIENCE:

· Video autoplays on load without sound
  · prominent "muted" icon in top left

· User may click anywhere on the video to turn sound on and restart
  · "muted" icon disappears
  · countdown is cancelled

· User can opt out of the ad via the "continue to site" button in the Welcome Bar

· If the user does not engage with the video, the ad auto closes after the seven second countdown expires

FREQUENCY:

· Served once per five minutes
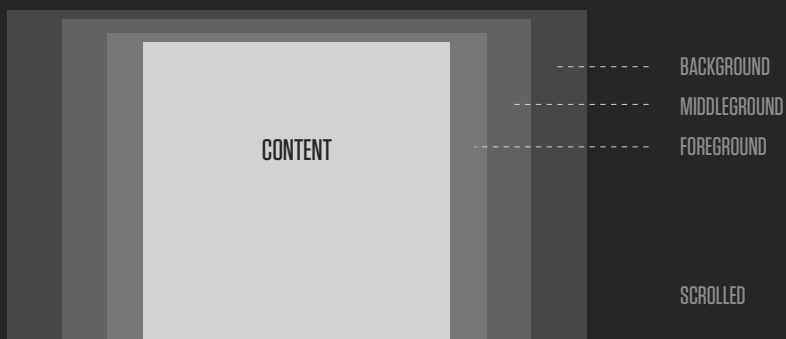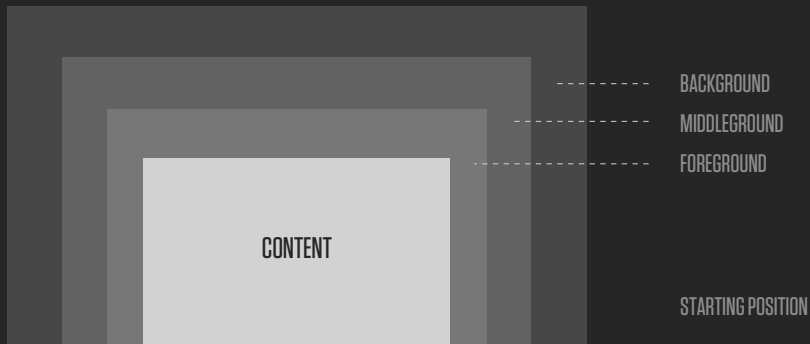
ASSETS REQUIRED FOR CUSTOM DESIGN:

· Key Art/one sheet: Layered .psd file

· Title treatment/logos: .eps format

· Brand and creative guidelines (with do's and don'ts)
  · Existing ad creatives (as examples)

· Key brand messaging

· Fonts - both PC and Mac compatible

· If there is a video unit with client-branded video please send a .mov video file

For design requirements please contact your Townsquare Account Manager

1.0

SCREENSHOT **DEMOS**

PARALLAX TAKEOVER

- An interactive branded experience dominating our site with eye catching motion and a playful reveal in the center of the page.

BACKGROUND
MIDDLEGROUND
FOREGROUND

CONTENT

STARTING POSITION

BACKGROUND
MIDDLEGROUND
FOREGROUND

CONTENT

SCROLLED

HOW IT WORKS:

- The user controls animation within the skin as they scroll up and down the page. This motion can consist of sliding elements, simulating a 3D environment, or crossfading images.
- The "Reveal" opens a window in the middle of the site exposing the branded content.

DYNAMIC SKIN RESIZING:

- The user controls animation within the skin as they scroll up and down the page. This motion can consist of sliding elemetns, simulating a 3D environment, or crossfading images.

CLICKTHROUGH SKIN RESIZING:

- We support a single clickthrough from the skin
- "Reveal" unit: has its own clickthrough

ASSETS REQUIRED FOR CUSTOM DESIGN:

- Key Art/one sheet: Layered .psd file
- Title treatment/logos: .eps format
- Brand and creative guidelines (with do's and don'ts)
    - Existing ad creatives (as examples)
- Key brand messaging
- Fonts - both PC and Mac compatible
- If there is a video unit with client-branded video please send a .mov video file

For design requirements please contact your Townsquare Account Manager
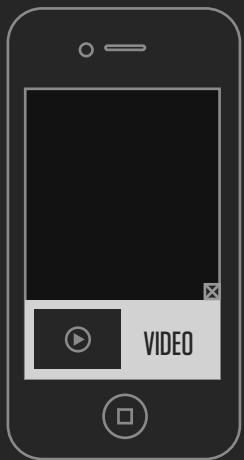
SCREENSHOT **DEMOS**

MOBILE ANCHORED UNIT

- A 320 x 50 ad unit anchored at the bottom of the phone's screen which remains visible as the user scrolls
- On user scroll, automatically expands into a larger 320 x 155 image with optional video
- Prominent branding and call to action
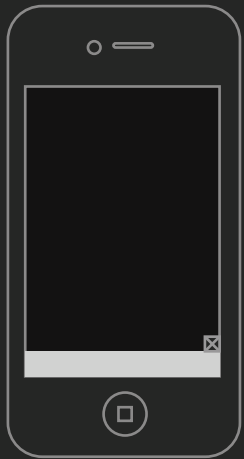
CLOSED 320 X 50

OPEN 320 X 155

USER EXPERIENCE:

· Ad appears as 320 x 50 and expands into 320 x 155 on user scroll or click
· Optional video is previewed via animated GIF
· After 7 seconds the ad minimizes, (unless the user has engaged the video).
· User can opt out of ad at any time via Close button.

VIDEO:

· Video is presented initially as an animated thumbnail with a play button
· On top, video launches with sound per that device's standard playback:
   · iOS: goes full screen with native playback
   · Android: plays inline

DYNAMIC LAYOUT:

· Branding is scaled to maximize the device's display
· Single clickthrough from the expanded view

FREQUENCY:

· No frequency cap

Mobile Anchored Unit Continued

CLOSED 320 X 50

VIDEO

OPEN 320 X 155

ASSETS REQUIRED FOR CUSTOM DESIGN:

· Key Art/one sheet: Layered .psd file

· Title treatment/logos: .eps format

· Brand and creative guidelines (with do's and don'ts)

　　　　· Existing ad creatives (as examples)

· Key brand messaging

· Fonts - both PC and Mac compatible

· If there is a video unit with client-branded video please send
  a .mov video file

For design requirements please contact your Townsquare
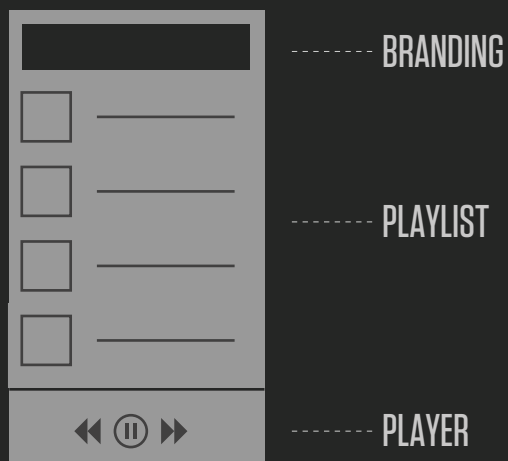Account Manager

SCREENSHOT　**TEMPLATE**　**SEE DEMO**　**ADDITIONAL TECH SPECS**

1.0

AMPLIFIER

- 300 x 600 in right rail
- May include video player or music playlists
- High viewability

-------- BRANDING

-------- VIDEO

-------- BRANDING

-------- BRANDING

-------- PLAYLIST

-------- PLAYER

VIDEO EXPERIENCE:

· YouTube player embedded in the ad
· Player is 300 px tall with variable width based on aspect ratio
· Video autoplays on load with click for audio (video restarts)
    · 16:9 video is 169 px wide
· Default YouTube thumbnail upon completion

PLAYLIST EXPERIENCE:

· Playlists can be powered by Hype Machine or 8tracks (for licensing)
· Once user opts in, the playlist continues until all songs complete (or user pauses or leaves page).

ASSETS REQUIRED FOR CUSTOM DESIGN:

· Key Art/one sheet: Layered .psd file
· Title treatment/logos: .eps format
· Brand and creative guidelines (with do's and don'ts)
    · 16:9 video is 169 px wide
· Key brand messaging
· If there is a video unit with client-branded video, please send a .mov video file

SCREENSHOT   **TEMPLATE**   **SEE DEMO**