

2016 DIGITAL ADVERTISING SPECS (DESKTOP/MOBILE/VIDEO)



Placement	Creative Size	Creative Formats and Third Party Tracking Accepted (TPT)	HTML5 Max Initial File Load Size (kb)	Backup Image Size (kb)	Loop Limit	Maximum Dimension/Max Expanded Panel Size	Max Video Length (sec)
Standard Units							
Leaderbard	728x90	HTML5 (preferred, 3rd party hosted only). Static: .jpg; TPT: Javascript (Preferred); DFA Internal Redirect accepted	200kb	40k	3 Loops Max	728x90	30 sec
Billboard	300x250					600x250	
Double Tower	300x600					600x600	
Rich Media							
Interactive Tower	300x600	1x1 for TPT Accepted	200kb	40k	3 Loops Max	600x600	30 sec
Virtual Handbook	300x250	1x1 for TPT Accepted				600x250	30 sec
Twitter Unit	300x600 or 970x250	1x1 for TPT Accepted				300x600/970x250	30 sec
Carousel Unit	300x600	1x1 for TPT Accepted				300x600	30 sec
The Chameleon	300x600 or 970x250	1x1 for TPT Accepted				300x600/970x250	30 sec
Engage Unit (Desktop)	300x600 or 970x250	1x1 for TPT Accepted				300x600 or 970x250	30 sec
Custom Billboard	970x250	1x1 for TPT Accepted				970x250	30 sec
Sponsorship Marquee	1280x250	1x1 for TPT Accepted				1280x250	30 sec
Brand Marquee	1280x250	1x1 for TPT Accepted				1280x250	30 sec
Wallpaper	Actual size: 1280x650 Inventory Size: Leaderboard Ad Slot or 300x250 T1	1x1 for TPT Accepted				n/a	30 sec
Wrapper	Custom Leaderboard ▪ Actual Size: 1010x150 (fixed) Inventory Size: 728x90	1x1 for TPT Accepted	n/a	30 sec			
Site Window	300x600	TPT: VAST 2.0 , VAST 3.0, VPAID	n/a	n/a	n/a	970x800	30 sec
Rich Media							
IAB Billboard	970x250	1x1 for TPT Accepted	40k	40k	3 Loops Max	970x250	User initiated: unlimited (2 minutes is optimal to abide by load limits) Autoplay: 30 seconds
IAB Pushdown	970x90	1x1 for TPT Accepted				970x415	
IAB Portrait	300x1050 divided into 3 modules	1x1 for TPT Accepted				580x460 depending on module	
IAB Filmstrip	300x3000 divided into 5 300x600 segments tht scroll by user interaction	1x1 for TPT Accepted				Filmstrip can move down or up one frame in one of three ways: ▪ End user interacts with 300x600 area and navigates to another page that serves the unit ▪ End user uses the scroll wheel on their mouse or horizontal browser bar ▪ End user manually clicks on the next frame button at bottom of 300x600	

Placement	Creative Size	Creative Formats and Third Party Tracking Accepted (TPT)	Max Flash File Size (.swf) (k)	Max Image File (.JPG/.GIF) Size (k)	Loop Limit	Maximum Dimension/Max Expanded Panel Size	Max Video Length (sec)
Mobile							
Static Adhesion Mobile	320x50	STATIC: .jpg & 1x1 TPT; TPT: Standard Redirect; STATIC: DFA Internal Redirect	n/a	40K	n/a	n/a	n/a
Rich Media Adhesion Mobile		Custom: TPT: 1x1 Impression and Click Tracking ; TPT: Javascript (Preferred),			3 Loops Max	320x416 - Full Screen	15 sec
Rich Media Expandable Mobile							
Interactive Tower Mobile	300x250	1x1 for TPT Accepted					
Engage Unit Mobile	300x250	1x1 for TPT Accepted					
Carousel Unit Mobile	300x250	1x1 for TPT Accepted					
Video							
Pre-Roll	VAST 2.0 or 3.0 Redirects only	TPT: VAST 2.0 , VAST 3.0, VPAID	n/a	n/a	n/a	n/a	15 - 30 sec
Companion Billboard	300x250	n/a - built into VAST tag	40k	40k	3 Loops Max	n/a	30 sec
Email							
Newsletter Billboard	300x250	1x1 for TPT Accepted	n/a	n/a	n/a	n/a	n/a
Native Sponsorship	970x652 and 300x250	1x1 for TPT Accepted	n/a	n/a	n/a	n/a	n/a
Rails	300x250, (2) 160x600	1x1 for TPT Accepted	n/a	n/a	n/a	n/a	n/a