iab.

iab Billboard
WATCH THIS SPACE

SPECIFICATIONS & STYLE GUIDE
Prepared February 23, 2011

Details

Formatting
Dimensions: 970x250
Format: RichMedia, Standard Flash, HTML5
Frame Rate: Up to 24 fps
Bandwidth Detection: Not allowed

Load Requirements:
Initial Load Size: Up to 50 Kb (must be a .SWF file, can be static image, with a "Close Ad X" button)
Subsequent Polite Load Size: Up to 1MB which includes any additional animation, autoplay, and/or call to action dynamic flash.
User-initiated Load Size: Up to 1.5 MB for SWFs (animation/interaction) and 10 MB for Non YouTube served FLVs (video)
Total file size: The combined size for both FLVs and SWFs must not exceed 10 MB. Max 1.5 MB for SWFs is included in the 10 MB max.
Video Load Method: All videos must be progressive load. Cannot be streaming.
CPU Usage: Units containing Flash must not exceed 40% of a user's CPU.

Attributes
Border and iFrame: Must stay within iFrame and have complete border
Ad Mouseover Policy: No audio, video, or action may be initiated on mouseover. The cursor may not be altered in any way within the unit.
Clickable Policy: Clickable areas within the ad can have mouse over animation of a duration no greater than 2 seconds.
Special Design Features: "Close Ad X" button is required on the top right corner and will either be directly built-in or provided by Rich Media Vendor. "Close Ad X" button must have a 5 pixel padding from top and right sides of Billboard unit
Backup Image: Backup image is recommended and does not require a close button.

Video
Autoplay Animation/Video: 30 seconds.
On-load Audio: No sound.
User-initiated Video: Can include "Click to Continue", "Click to Play", or "Replay" buttons.
Must Include: Progress bar, play/pause/stop button, mute/unmute button.
Actions on User Click: Once Pause or Stop is clicked, there should be zero animation or video. All sound and animation should stop upon exit click.

Reporting Metrics
Ad impressions only. (All other tracking and interaction metrics should be discussed and agreed upon by the Rich Media Vendor)
No fourth-party calls.
For brand study tracking all 1x1 tracking should be embedded in Flash and must be called only after both initial and 1 MB subsequent load. Only one brand study pixel allowed per Billboard.

Additional Details and Recommendations
"Close Ad X" button will collapse 100% of the Billboard and leave a "Show Ad" button that will redisplay the ad on user click.
When a user clicks "Close Ad X", the ad will disappear, page content will push up, and a "Show Ad" button will remain.
When a user clicks "Show Ad" or the branded "Show Ad" button, the ad will reappear, page content will push back down, and a "Close Ad X" button will appear on the Billboard.
Cannot mimic any Site experience, pages, designs, graphics, or logos without prior approval
Recommend 50 Kb backup image while 1 MB polite load is in process
Recommend any video to be 16:9 aspect ratio and take up major unit on load
Recommend highly interactive creative that can employ multiple videos and tabs
If video is included, recommend 2 minutes to abide by the load limits

DIMENSIONS

Close Ad ☒

CLOSE BUTTON PLACEMENT
5 PX TOP & RIGHT PADDING

250 PX

970 PX
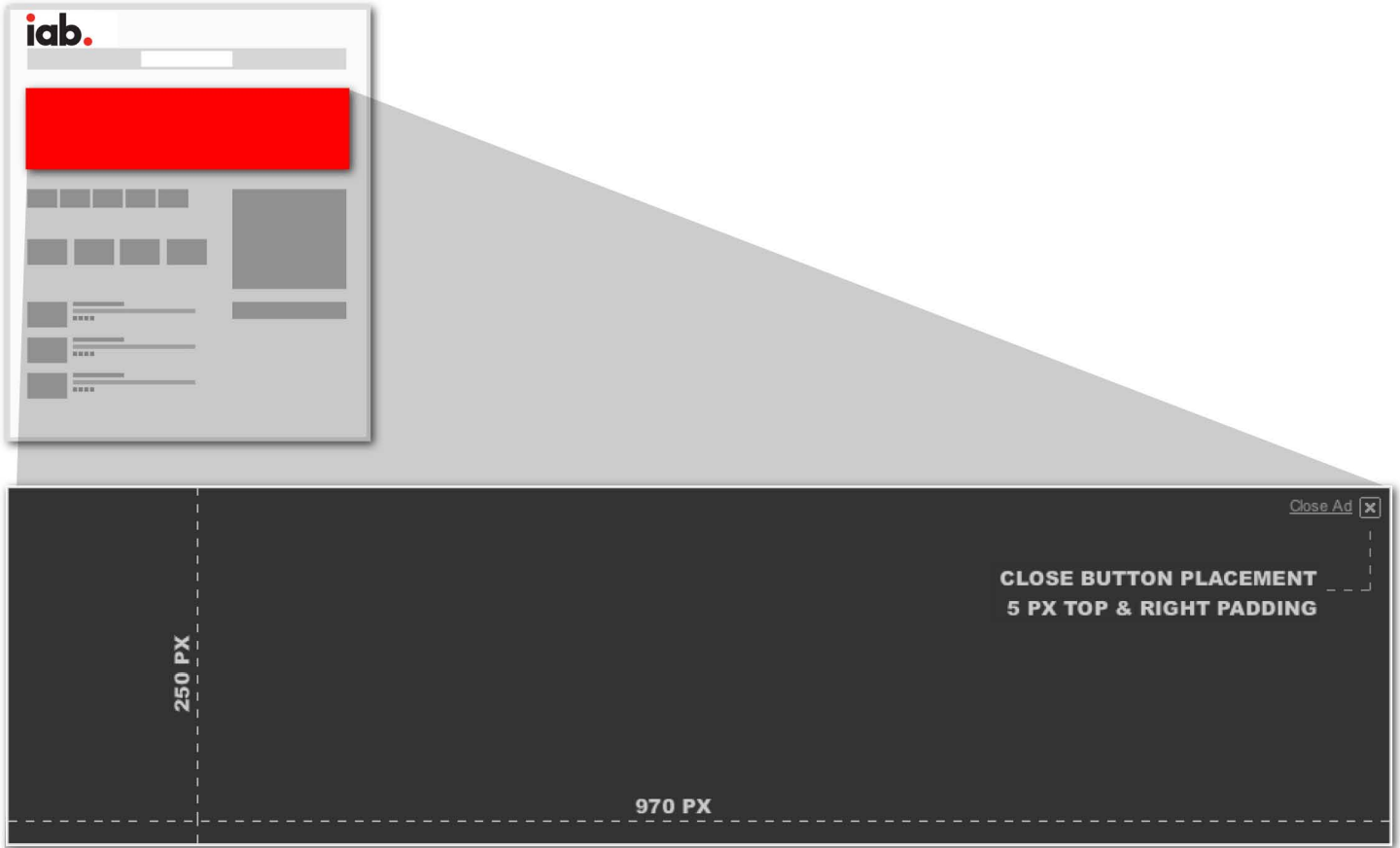
SHOW AD BUTTON OPTIONS

Show ad text with icon
As this button has no branding it does not require a border. If an image is used a dimension of 88x31 is recommended.

Show Ad ⊠

Show ad text with icon and residual branding - Vertical 62x88
This format allows space for branding,. The "Show Ad" text is part of a static image and should be centered in the top 31 pixels. The branding can appear in the lower 31 pixels of the image. On click the full ad is displayed.

Show Ad ⊠

Show ad text with icon and residual branding - Horizontal 196 x31
This format allows space for branding, The "Show Ad" text is part of a static image and should be centered in the right 88 pixels. The branding is to be displayed in the left 88 pixels of the image. On click the full ad is displayed.

Show Ad ⊠