



DIGITAL AD SPECIFICATIONS

Pacific

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CAMPAIGN GUIDELINES

Creative deadlines

(receipt of all final assets – sent as a zip file/online transfer)

Standard/simple rich media creative - 5 business days

Complex rich media creative - 10 business days

HTML5 GUIDELINES

Ad Components

Ad components include all items displayed to the user. i.e. images, sprites, etc. This does not include standard libraries hosted by the Third Party Ad Server. (Please contact your relevant support team for a full list of supported libraries).

Third Party

All assets must be third party hosted.

Tags must be SSL & SafeFrame compliant.

HTML5 is not supported on Internet Explorer 8 or older versions. In these instances, a fallback image must be displayed to users.

Libraries & assets such as jQuery, Greensock, Font files, CSS etc. cannot be hosted on shared domains & must be uploaded & served by the approved third party vendor.

Recommendations

To avoid/remove unnecessary jQuery calls; consider using Web API & Vanilla Javascript.

Instead of providing a massive font file containing hundreds of icons/glyphs that you may or may not use, please consider loading only the characters required

Minifying files makes a huge difference & can help improve performance. Please consider minifying HTML, CSS & JS using a suitable minifier of your choice

Avoid animation effects that are CPU intensive, avoid or reduce the usage of:

- loops & timers
- setInterval
- setTimeout
- requestAnimationFrame
- Minimize DOM access
- Avoid eval() to avoid security risks
- Avoid global variables

STANDARD DISPLAY MEDIA

AD UNIT	MEDIUM RECTANGLE	HALF PAGE	LEADERBOARD	MOBILE BANNER	MEDIUM RECTANGLE
Image Dimensions (w x h - pixels) max.	300 x 250	300 x 600	728 x 90	320 x 50	300 x 250
File Type	GIF, JPG or HTML5* with backup GIF/JPG	GIF, JPG or HTML5* with backup GIF/JPG	GIF, JPG or HTML5* with backup GIF/JPG	GIF, JPG or HTML5* with backup GIF/JPG	GIF, JPG or HTML5* with backup GIF/JPG
Max. File Size	80kb	80kb	80kb	40kb	80kb
Max. File Size of shared library files	100kb	100kb	100kb	100kb	100kb
Animation Allowed?	Yes	Yes	Yes	Yes	Yes
Third party Aderving Allowed?	Yes	Yes	Yes	Yes	Yes
HTML5 Guidelines	*Refer to 'HTML5' Guidelines	*Refer to 'HTML5' Guidelines	*Refer to 'HTML5' Guidelines	*Refer to 'HTML5' Guidelines	*Refer to 'HTML5' Guidelines

* Pacific can host any GIF, JPG or PNG from clients with a max file size of 40KB. If client wants 3rd party tracking they will need to provide impression & click tracking.

- NOTES:**
- Images must have a border or a dark, contrasting background.
 - Must not have any unachievable calls to action (e.g.: click to play video)

DESKTOP RICH MEDIA **BILLBOARD**

AD UNIT	BILLBOARD
Product Description	IAB Rising Star - 970 x 250
Image Dimensions (w x h - pixels) max.	970 x 250
File Type	GIF, JPG or HTML5*
Assets Required	3rd Party Tag
Max. File Size	200kb
Polite Download File Size	1MB
Animation Allowed?	Yes
Third Party Aderving Allowed?	Yes
Close/Collapse Button Specs	5px padding from top & right side of Billboard unit. Backup image does not require a close button.
Max Loops	0
Animation Length	30 secs
HTML5 Guidelines	*Refer to 'HTML5' Guidelines
Lead Time	Refer to complex rich media creative deadlines

- NOTES:**
- AUDIO:**
- Audio will be enabled, only when it is user initiated & the audio file is downloaded using polite download
- VIDEO:**
- Uninitiated video (1mb file limit; 10 secs max. duration; progressive download only)
 - User initiated video - on user click only (10mb file limit; 30 second max. duration; progressive download only)
 - Please include a clear call to action indicating that the user will be downloading a larger file.
 - Video must have (as a minimum) a play/pause button & a mute/unmute button, both clearly marked.
 - If video is user-initiated, it must be click to initiate (NOT rollover).
 - The back-up image should not have any unachievable calls to action (i.e.: replay) or video controls.

RICH MEDIA EXPANDING ADS

AD UNIT	EXPANDING MREC	EXPANDING HALF PAGE	EXPANDING MOBILE BANNER
Product Description	Expanding Panel launches from a base ad unit	Expanding Panel launches from a base ad unit	Expanding Panel launches from a base ad unit
Image Dimensions (w x h - pixels) max.	Base Unit: 300 x 250 Expanded Panel: 600 x 350	Base Unit: 300 x 600 Expanded Panel: 600 x 600	Base Unit: 320 x 50 Expanded Panel: 320 x 480
File Type	GIF, JPG or HTML5*	GIF, JPG or HTML5*	GIF, JPG or HTML5*
Assets Required	3rd Party Tag	3rd Party Tag	3rd Party Tag
Max. File Size	100kb	100kb	80kb
Polite Download Size	1MB	1MB	1MB
Animation Allowed?	Yes	Yes	Yes
Third party Aderving Allowed?	Yes	Yes	Yes
Close/Collapse Button Specs	Button must have prominent text stating "CLOSE X" - minimum size 70 x 30.		<ul style="list-style-type: none"> • A close button must be present & working on the top right hand corner of the Expanded Panel. • The tap zone should be no smaller than 70 x 40 pixels. • Must display the word "Close" and/or X symbol with minimum font size of 14.
HTML5 Guidelines	*Refer to 'HTML5' Guidelines		
Lead Times	Refer to complex rich media creative deadlines		

- NOTES:**
- AUDIO:**
- Uninitiated audio is not permitted.
 - A 1 second delay between rollover & the start of the audio is required
 - Audio must be off by default on ad unit expansion. Audio must stop on roll-off/close & must have a visible mute/unmute button.
- VIDEO:**
- Uninitiated video (1mb file limit; 30 secs max. duration; progressive download only)
 - User initiated video - on user click only (10mb file limit; progressive download only)
 - Please include a clear call to action indicating that the user will be downloading a larger file.
 - A 1 second delay between rollover & the start of the video is required
 - Video must stop on roll-off/close & must have visible video controls.
- EXPANDED PANEL:**
- The Expanded Panel will appear on page load & remain open for 5 seconds before closing automatically.
 - The Expanded Panel is only available when a user is in "Portrait" view on the device.
 - In "Landscape" view, a user will see the Base Unit.
- BASE UNIT:**
- The Base Unit appears before & after the automatic Expanded Panel.
 - The Base Unit can replay the Expanded Panel or initiate the optional Expanded Panel.
 - A landscape version of this image asset is required that contains no realistic calls-to-action (e.g. "Click to Expand", as the ad cannot expand in "Landscape" view).
 - If the portrait version does not contain any unrealistic calls-to-action, the same file can be used for both orientations.

RICH MEDIA VIDEO STREAMING MREC

AD UNIT	VIDEO STREAMING MREC
Product Description	In-Banner Video that can be designed within a 300 x 250
Image Dimensions (w x h - pixels) max.	300 x 250
File Type	HTML5*
Assets Required	<ul style="list-style-type: none">• Background image that surrounds the video• You-Tube hosted video URL or raw video assets• Headline message (30 character maximum limit with spaces)• Call to Action (25 character maximum limit with spaces)• Click-through URL or click-tracker for the background image (optional)
Max. File Size	80kb
Polite Download Size	1MB
Animation Allowed?	Yes
Third party Aderving Allowed?	3rd Party Tag
Animation Length	15 to 30 secs
HTML5 Guidelines	*Refer to 'HTML5' Guidelines
Lead Times	Refer to standard rich media creative deadlines

NOTES: AUDIO:

- Uninitiated audio is not permitted.
- Must have a visible mute/unmute button.
- Pac Mags may reject ads which include audio on rollover that has a negative user experience. Video
- Uninitiated video (1mb file limit; 30 secs max. duration; progressive download only)
- User initiated video - on user click only (10mb file limit; progressive download only)
 - Please include a clear call to action indicating that the user will be downloading a larger file.
- Video controls must be clearly visible.

DESKTOP RICH MEDIA OTP

AD UNIT	OTP*	OTP FOODIFUL	OTP BEAUTYCREW	OTP INSTYLE	OTP GIRLFRIEND
Product Description	Panel that expands over the web page	Panel that expands over the web page	Panel that expands over the web page	Panel that expands over the web page	Panel that expands over the web page
Image Dimensions (w x h - pixels) max.	980 x 562	1012 x 735	1115 x 670	1195 x 800	981 x 620
File Type	GIF, JPG or HTML5*	GIF, JPG or HTML5*	GIF, JPG or HTML5*	GIF, JPG or HTML5*	GIF, JPG or HTML5*
Assets Required	3rd Party Tag	3rd Party Tag	3rd Party Tag	3rd Party Tag	3rd Party Tag
Max. File Size	100kb	100kb	100kb	100kb	100kb
Polite Download Size	1MB	1MB	1MB	1MB	1MB
Animation Allowed?	Yes	Yes	Yes	Yes	Yes
Third party Aderving Allowed?	Yes	Yes	Yes	Yes	Yes
Close/Collapse Button Specs	Prominent close button required "CLOSE X" - minimum size 70 x 30.	Prominent close button required "CLOSE X" - minimum size 70 x 30.	Prominent close button required "CLOSE X" - minimum size 70 x 30.	Prominent close button required "CLOSE X" - minimum size 70 x 30.	Prominent close button required "CLOSE X" - minimum size 70 x 30.
Max Loops	0	0	0	0	0
Max Frame Rate	24fps	24fps	24fps	24fps	24fps
Animation Length	30 secs	30 secs	30 secs	30 secs	30 secs
HTML5 Guidelines	*Refer to 'HTML5' Guidelines				
Lead Times	Refer to complex rich media creative deadlines				

NOTES: CLOSE/EXPAND:

- On both OTP Panels (Auto & User-Initiated), an active close button must be visible in the top right of the panel for the duration of the expansion.
- User-initiated OTP Panel cannot expand on rollover - only via click.

AUDIO:

- Audio will be enabled, only when it is user initiated & the audio file is downloaded using polite download

VIDEO:

- Uninitiated video (1mb file limit; 10 secs max. duration; progressive download only)
- User initiated video - on user click only (10mb file limit; 30 secs max. duration; progressive download only)
- Please include a clear call to action indicating that the user will be downloading a larger file.
- Video must have (as a minimum) a play/pause button & a mute/unmute button, both clearly marked.
- If video is user-initiated, it must be click to initiate (NOT rollover).
- The back-up image should not have any unachievable calls to action (i.e.: replay) or video controls.

RICH MEDIA **PRE-ROLL**

AD UNIT	PRE-ROLL
Product Description	Video ad that appears before video content
Image Dimensions (w x h - pixels) max.	16:9 Wide Screen (min 640 x 360)
File Type	MP4 / MOV / AVI
Assets Required	Video file OR 3rd-party VAST tag
Max. File Size	10MB
Animation Allowed?	Yes
Third party Aderving Allowed?	Yes
Animation Length	15 secs
Lead Times	Refer to standard rich media creative deadlines

RICH MEDIA **OUTSTREAM VIDEO: INREAD OR INBOARD**

AD UNIT	OUTSTREAM VIDEO: INREAD OR INBOARD
Product Description	Native video that appears within editorial content
Image Dimensions (w x h - pixels) max.	1920 x 1080 (min 640 x 360)
File Type	MP4 / MOV
Assets Required	Video file OR 3rd-party VAST tag
Max. File Size	30MB for video file 200MB for VAST
Polite Download Size	N/A
Animation Allowed?	Yes
Third party Aderving Allowed?	Yes
Animation Length	15 to 30 secs
Lead Times	Refer to standard rich media creative deadlines

NOTES: CODEC:
• Any Video Codecs format, excepted: ProRes 4444, HDV 720p60, Go2 Meeting 3 & 4, ER AAC LD, REDCODE

INTEGRATED CONTENT

AD UNIT	SPECS	FILE FORMAT	SIZE	VERSION	DESCRIPTION
Sponsored Content Client Logo	Max height 40px	.png (transparent)	< 100kb	Desktop	Crop to left edge of logo, transparent bg
Sponsored Content Module CTA Banner	300 x 140px	.jpg, .png (static)	< 100kb	Desktop / Mobile	Click through to client website
Integrated header	1272x200	.jpg, .png (static)	200kb max file size – initial load – 1mb polite load	Desktop	
	767x150	.jpg, .png (static)	100kb max file size – initial load – 1mb polite load	Tablet	
	320x110	.jpg, .png (static)	80kb max file size – initial load – 1mb polite loa	Mobile	

NOTES: • Sponsored Content Module CTA Banner and Integrated headers can be supplied as static files with urls or as 3rd party tags

EDM

AD UNIT	SPECS	FILE FORMAT	SIZE	VERSION	DESCRIPTION
EDM HTML ?	600 x 1000 px Max height	?	?	?	?

EDM's (final assets)

Solus – 5 business days

Newsletter – 3 business days

NOTES: Footer and header are added above and below html editable zone. 1000px is max height permitted.

NEWSLETTER

AD UNIT	SPECS	DESCRIPTION	WORD COUNT
Display Ad Leaderboard	728 x 90 px	Display Ad	-
Sponsor Campaign Title	-	Section heading	< 30 char
Sponsor Logo	< 15 px height	Logo to be supplied by the sponsor of the content block	-
Sponsor Content Image	300 x 150 px	Same aspect ratio as production site article image	-
Medium Rectangle	300 x 250 px	Sponsored or internal advertising	-

ALLRECIPES AD SPECS

STANDARD MEDIA

AD UNIT	MEDIUM RECTANGLE	HALF PAGE	LEADERBOARD	WALLPAPER	MOBILE BANNER
Image Dimensions (w x h - pixels) max.	300 x 250	300 x 600	728 x 90	140 x 788 (left) 140 x 788 (right)	320 x 50
File Type	GIF, JPG or HTML5* with backup GIF/JPG	GIF, JPG or HTML5* with backup GIF/JPG	GIF, JPG or HTML5* with backup GIF/JPG	GIF or JPG	GIF, JPG or HTML5* with backup GIF/JPG
Max. File Size	40kb	40kb	40kb	30kb each	10kb
Max. File Size of shared library files	100kb	100kb	100kb	-	100kb
Animation Allowed?	3 x 15 secs	3 x 15 secs	3 x 15 secs	No	3 x 15 secs
Third party Aderving Allowed?	Yes	Yes	Yes	No	Yes
HTML5 Guidelines	*Refer to 'HTML5' Guidelines				

* Pacific can host any GIF, JPG or PNG from clients with a max file size of 40KB. If client wants 3rd party tracking they will need to provide impression & click tracking.

- NOTES:**
- Images must have a border or a dark, contrasting background.
 - Must not have any unachievable calls to action (e.g.: click to play video).
 - Must not have any unachievable calls to action (e.g.: click to play video).
 - Please provide a background HEX colour

DESKTOP RICH MEDIA **BILLBOARD**

AD UNIT	BILLBOARD
Product Description	IAB Rising Star – 970 x 250 Allrecipes supports all IAB-approved variations of this billboard (standard, user-initiated cascading, & rotating)
Image Dimensions (w x h - pixels) max.	970 x 250
File Type	GIF, JPG or HTML5*
Assets Required	970 x 250 Banner Impression trackers (optional) Click trackers or click-thru URLs (only required when site served; not required for 3rd-party served media)
Max. File Size	100kb
Polite Download Size	1MB
Animation Allowed?	Yes
Third party Aderving Allowed?	Yes
Close/Collapse Button Specs	5px padding from top & right side of Billboard unit. Backup image does not require a close button.
Max Loops	0
Max Frame Rate	24fps
Animation Length	30 secs
HTML5 Guidelines	*Refer to 'HTML5' Guidelines
Lead Time	3 Business Days if tag served or finished files provided; 10 business days if created by Allrecipes Int'l design team

- NOTES:**
- AUDIO:**
 - Audio will be enabled, only when it is user initiated & the audio file is downloaded using polite download
 - VIDEO:**
 - Uninitiated video (1mb file limit; 10 secs max. duration; progressive download only)
 - User initiated video - on user click only (10mb file limit; 30 secs max. duration; progressive download only)
 - Please include a clear call to action indicating that the user will be downloading a larger file.
 - Video must have (as a minimum) a play/pause button & a mute/unmute button, both clearly marked.
 - If video is user-initiated, it must be click to initiate (NOT rollover).
 - The back-up image should not have any unachievable calls to action (i.e.: replay) or video controls.

DESKTOP RICH MEDIA IN – BANNER VIDEO

AD UNIT	IN-BANNER VIDEO
Product Description	In-Banner Video that can be designed with a 300 x 250 or 300 x 600. The length is up to 90 secs
Image Dimensions (w x h - pixels) max.	970 x 250
File Type	GIF, JPG
Assets Required	Background image that surrounds the video You-Tube hosted video URL or raw video assets Headline message (30 character maximum limit with spaces) Call to Action (25 character maximum limit with spaces) Click-through URL or click-tracker for the background image (optional)
Max. File Size	40kb
Polite Download Size	200kb
Animation Allowed?	Yes
Third party Aderving Allowed?	Impression & Click tracking
Max Loops	3
Max Frame Rate	24fps
Animation Length	15 to 90 secs
Lead Time	10 Working Days upon receipt of all assets (Allrecipes Int'l Ad Ops team builds the unit)

- NOTES:**
- Non-expanding
 - Video can be YouTube hosted or raw video assets can be used (preferred)
 - Can run within 300 x 250 or 300 x 600 ad units
 - Unit can support both contextual (recipe based video) or advertisement based (pre-roll or commercial) videos

DESKTOP RICH MEDIA FLOOR AD (ALLRECIPES.COM)

AD UNIT	FLOOR AD
Product Description	High visibility ad unit that persists at the bottom of the page Can be developed to promote any one of the following: 1. integrated recipes or sponsored collection pages on the Allrecipes site 2. video content (YouTube hosted that plays upon click in a video overlay) 3. content that lives on an advertiser's website
Image Dimensions (w x h - pixels) max.	585 x 160
File Type	GIF, JPG
Assets Required	Four videos (YouTube URLs) with a still image for each (89 x 50 pw) OR four recipes with a still image for each (89 x 50 pw) Logo (120 x 65pw) & Click through URL Brand Slogan or Brand name (will be displayed in upper left-hand corner of unit) 1x1 Impression tracker & Click trackers
Max. File Size	100kb
Polite Download Size	-
Animation Allowed?	Yes
Third party Aderving Allowed?	Yes
Close/Collapse Button Specs	Top right
Max Loops	N/A
Max Frame Rate	N/A
Animation Length	15 to 90 secs
HTML5 Guidelines	*Refer to 'HTML5' Guidelines
Lead Time	10 Working Days upon receipt of all assets (Allrecipes Int'l Ad Ops team builds the unit)

- NOTES:**
- Non-expanding static unit
 - Can only feature up to four pieces of content & one logo
 - Headline is not clickable
 - Background color can only be white
 - Runs from the "out of page" ad slot; cannot be paired with another ad unit that does as well (e.g. wallpaper)
 - Videos must be hosted on YouTube
 - Must run with a 1/24 hour frequency cap

DESKTOP RICH MEDIA OPA PUSHDOWN

AD UNIT	OPA PUSHDOWN
Product Description	IAB Rising Star – 970 x 66 banner that expands on user click or rollover to a 970 x 415 banner on page load & auto retracts after 8 seconds (728 x 90 banner expanding to a 728 x 225 for tablet in portrait orientation) User can initiate re-expansion of the ad unit for further interaction Please note: this product differs from the OPA pushdown unit (expansion must be user initiated)
Image Dimensions (w x h - pixels) max.	970 x 66 to 970 x 418
File Type	GIF, JPG or PNG
Assets Required	970 x 66 closed state creative for desktop & landscape tablet (728 x 90 for tablet in portrait orientation) 970 x 415 expanded state creative for desktop & landscape tablet (728 x 225 for tablet in portrait orientation) Impression Tracker (optional) Click Tracker or Click-through URL (only required when Allrecipes is building creative) Creative direction including all messaging, calls to action (for both closed & expanded states), logos & layered assets
Max. File Size	35k
Polite Download Size	60k
Animation Allowed?	Yes
Third party Aderving Allowed?	Impression & Click tracking
Close/Collapse Button Specs	Persistent, visible close button (14 x 14 or larger)
Max Loops	3
Max Frame Rate	24 fps
Animation Length	15 secs
HTML5 Guidelines	-
Lead Time	15 Working Days if built by Allrecipes design team; 5 Working Days if 3rd-party tag served for testing & review

- NOTES:**
- Can only be sold as a part of a collection page sponsorship or home page sponsorship
 - Unit pushes content down (doesn't cover up the content) & must auto-retract after maximum of 8 seconds
 - Expansion: two versions of creative required if Allrecipes develops this unit
 - If provided in Flash, may not function properly on Tablet. Best to provide HTML5 file.
 - If built by Allrecipes, initial frame & expansion must be static
 - Must comply with IAB standard specs for these units
 - Can only serve on homepage or on collection pages
 - Must have a clear close button (if using AR DFP template, close button must be in upper right hand corner of expanded creative)
 - If AR DFP template is being used, can only be click to expand (not rollover or hover to expand)

DESKTOP RICH MEDIA **FRAME AD** (ALLRECIPES.COM)

AD UNIT	FRAME AD
Product Description	Wallpaper that wraps around the content of the page Wallpaper is comprised of a static 1080 x 90 + Wallpaper OR 728 x 90 + Wallpaper + Solid Hex background color
Image Dimensions (w x h - pixels) max.	1080 x 90 and 728 x 90
File Type	GIF, JPG or PNG
Assets Required	1080x90 OR 728x90 static unit Wallpaper Background color Hex number (if providing the 728x90) Click through URL or 3rd-party click tracker Impression tracker (optional)
Max. File Size	100kb
Polite Download Size	-
Animation Allowed?	Yes
Third party Aderving Allowed?	Impression & Click tracking
Lead Time	3 Working Days if creatives are finished files; if AR is building creatives, 10 Working Day

- NOTES:**
- We recommend that you design both elements of this unit (1080 x 90 / 728 x 90 and wallpaper) in a way that makes it appear as though it is a single unit.
 - Top ad unit – 1080 x 90 OR 728 x 90 static unit. If a 728 x 90 is used, please indicate the hex number of the colored background so that we can make the two units appear to blend together.
 - Can accept a single click command and impression tracker for both elements
 - Cannot run as a third party tag
 - All units must be static
 - **Must run with both the 1080 x 90 / 728 x 90 & the wallpaper simultaneously**

DESKTOP RICH MEDIA **SIDE KICK**

AD UNIT	SIDEKICK
Product Description	IAB Rising Star 300 x 250 / 300 x 600 that expands on user click by pushing content to the left and exposing an 850 x 700 panel
Image Dimensions (w x h - pixels) max.	300 x 250 or 300 x 600 expanding to 850 x 700
File Type	GIF, JPG or HTML5*
Assets Required	3rd-party tag that follows IAB standard specs. http://www.iab.com/wp-content/uploads/2015/06/IAB_Sidekick_Style_Guide.pdf
Max. File Size	80kb
Polite Download Size	200kb and 2.2MB
Animation Allowed?	Yes
Third party Adserving Allowed?	Yes
Close/Collapse Button Specs	Prominent close button required "CLOSE X" - minimum size 70 x 30
Max Loops	3
Max Frame Rate	24 fps
Animation Length	15 secs
HTML5 Guidelines	*Refer to 'HTML5' Guidelines
Lead Time	5 Working Days for testing and review

- NOTES:**
- Must be third-party tag served
 - Allrecipes cannot develop these ad units on behalf of a client
 - Expansion must be user initiated on click
 - 300 x 250 / 300 x 600 (resolved size) expands to panel size of 850 x 700
 - Follow IAB style guide during development process for 3rd party tags
 - Can be targeted ROS, via contextual channels, geo-targeted, or day-parted
 - Must comply with IAB standard specs for these units

DESKTOP RICH MEDIA **CATFISH**

AD UNIT	CATFISH
Product Description	Emerges from bottom of screen Opens lightbox overlay when clicked which contains 15 or 30 secs video along with 160 x 360 static companion ad No third party tags
Image Dimensions (w x h - pixels) max.	1025 x 120
File Type	
Assets Required	
Max. File Size	60kb
Polite Download Size	N/A
Animation Allowed?	
Third party Adserving Allowed?	No
Close/Collapse Button Specs	Prominent close button required
Max Loops	
Max Frame Rate	24 fps
Animation Length	
HTML5 Guidelines	
Lead Time	

DESKTOP RICH MEDIA PORTRAIT

AD UNIT	PORTRAIT
Product Description	IAB Rising Star – 300 x 1050 Static or animated 3rd-party tag
Image Dimensions (w x h - pixels) max.	300 x 1050
File Type	GIF, JPG or HTML5*
Assets Required	Impression Tracker (optional) Click-trackers or Click-thru URLs for each clickable area (only required when AR is building creative) Creative direction including all messaging, featured products, calls to action, logos and layered assets If AR is building the unit and it includes video - Video will play out of an expanded lightbox overlay. Videos must be YouTube hosted. Provide the video URLs.
Max. File Size	100kb
Polite Download Size	350kb and 1.1MB
Animation Allowed?	No
Third party Adserving Allowed?	Yes
Close/Collapse Button Specs	
Max Loops	3
Max Frame Rate	24 fps
Animation Length	15 secs or Unlimited if User Initiated and Audio must be User Initaited
HTML5 Guidelines	*Refer to 'HTML5' Guidelines
Lead Time	2-3 weeks (10-15 Working Days) if built by Allrecipes design team; 1 week (5 Working Days) if 3rd-party tag served for testing and review

- NOTES:**
- Can be third-party tag served or site served
 - Non-expanding and static if built by Allrecipes
 - Follow IAB style guide during development process for 3rd party tags
 - Can be targeted ROS, via contextual channels, geo-targeted, or day-parted
 - Must comply with IAB standard specs for these units
 - Video(s) must be hosted on YouTube
 - International Platform – Must run in any above the fold (ATF) ad slot where a 300 x 250 or 300 x 600 would run

NATIVE INTEGRATION

AD UNIT	LOGO	SHOPPER MARKETING		
Product Description	Client logo displayed as part of a sponsorship	Shopper Marketing Logo	Shopping Marketing Advert	Shopper Marketing List Item
Image Dimensions (w x h - pixel) max.	300 x 150	120 x 20	50 x 50	50 x 50
File Type	Hi-Res vector file or PNG	PNG	PNG/JPG Static; Hi-Res product image with white or transparent background	PNG/JPG Static; Hi-Res product image with white or transparent background
Assets Required	Image, and click tracking tag.	Image	Image	Image
Third party Aderving Allowed?	Click tracking tag only	-	Impression and click tracking tag	Impression and click tracking tag
			<p>NOTES:</p> <ul style="list-style-type: none"> • Product name (20 character maximum) • Copy/messaging suggestions (50 character maximum) 	