

# AD SPECS: STANDARD ADS

## REQUIREMENTS

- All ad units should have a 1px black border
- All units should have SSL Compliant Creative and Tracking
- All units should have a maximum CPU Usage of 30%
- All audio should be muted and user initiated
- The maximum number of Initial Load file requests allowed is 10.

## VIDEO REQUIREMENTS

- Video Codec:** H.264 (main profile/level 4.1 suggested but not required)
- Video Bitrate:** >5 mbps
- Audio Codec:** AAC
- Audio Sample Rate:** 44.100/48.000 kHz
- Audio Bitrate:** >128 kbps

## BRAND ASSETS NEEDED

- Brand Logo:** .ai or .eps file with all fonts outlined
- Brand Guidelines**
- Brand Fonts**

### 3RD PARTY TAG AD SIZES

	AD UNIT SIZE (PX)	INITIAL LOAD (KB)	SUBLOAD (KB)
DESKTOP	970x250	250	500
	728x90	100	200
	300x600	200	400
	300x250	150	300
MOBILE/TABLET	300x250	50	100
	320x50	50	100
	728x90	100	200

### STANDARD AD FORMATTING

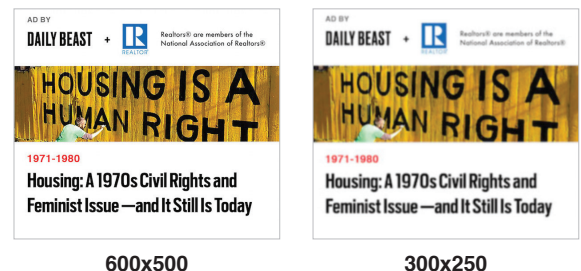
- Formats:** GIF, JPG, PNG, HTML5
- Expansion:** No expansions
- Max Animations:** 15 seconds
- Video Format:** MOV, MP4-h.254
- Video Frame Rate:** 24
- Host Initiated Auto Play**  
Video File Size: 2MB  
Video Length: 15 seconds
- User Initiated Play**  
Video File Size: Unlimited  
Video Length: Unlimited

### STATIC AD SIZES

	STATIC IMAGE SIZE (PX)	AD SLOT SIZE	FILE SIZE (KB)
DESKTOP	1940x500	970x250	250
	1456x180	728x90	100
	600x1200	300x600	200
	600x500	300x250	150
MOBILE/TABLET	600x500	300x250	50
	640x100	320x50	50
	1456x180	728x90	100

### Why do we need larger static ad sizes?

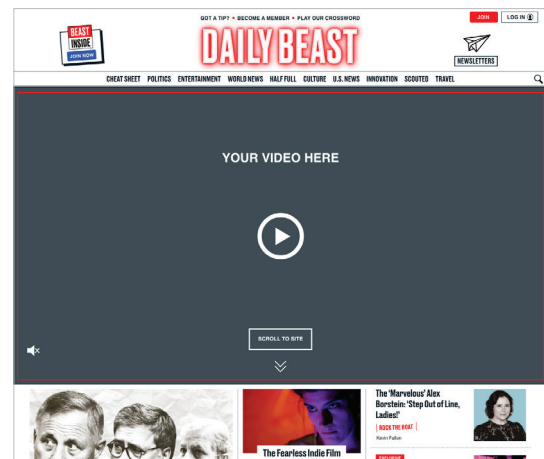
These sizes are 2X that of standard ad sizes. They are used for screens with a high pixel density like Apple's retina displays. Using higher resolution images in standard ad slots will result in a sharper, better looking images on the page.



# AD SPECS: CUSTOM UNITS

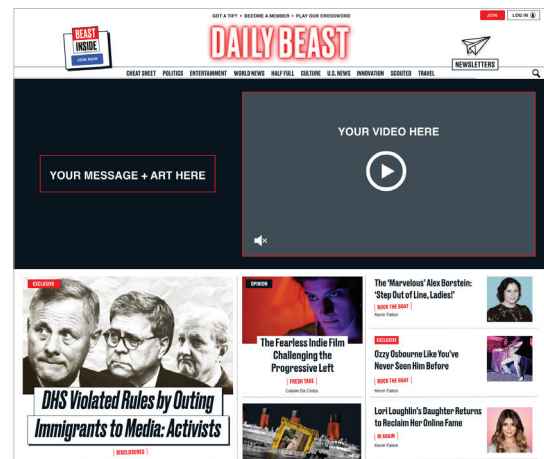
## AMPHITHEATER

- Video Formats:** mov, mp4
- Resolution:** 720p or higher
- Aspect Ratio:** 16:9, 2.39:1 (preferred)
- Maximum File size:** 200mb
- Length:** 15 sec
- Video Frame Rate:** 24
- Final frame Image :** 2400x1334px
- Additional Video Asset Guidelines:**  
No watermarks, logo, fine print.



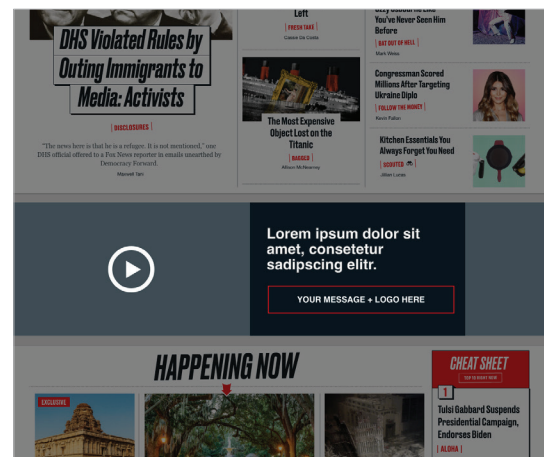
## MARQUEE

- Video Formats:** mov, mp4
- Resolution:** 720p or higher
- Aspect Ratio:** 16:9
- Maximum File Size:** 200mb
- Length:** 15 sec
- Video Frame Rate:** 24
- Total Unit Size:** 2,800x1,000px



## RESPONSIVE VIDEO TILE

- Video Formats:** mov, mp4
- Resolution:** 720p or higher
- Aspect Ratio:** 16:9
- Maximum File Size:** 200mb
- Length:** 15-30 sec
- Video Frame Rate:** 24
- Static Image:** 1066x640 (retina)
- Total Unit Size:** Responsive (Max width-1600px)



# AD SPECS: CUSTOM UNITS

## REEL VIEW

**Video Formats:** mov, flv, mpeg4, avi, etc.

**Resolution:** 720p or higher

**Aspect ratio:** 16:9

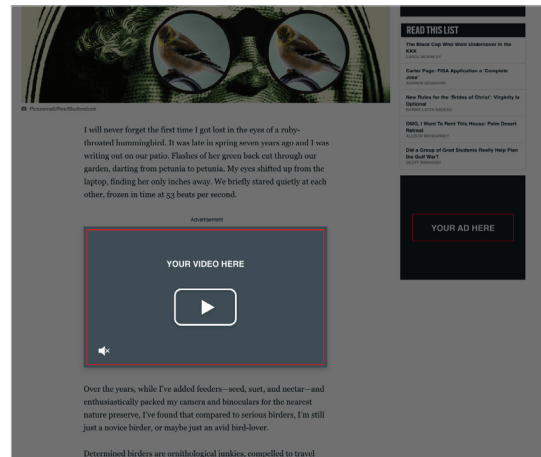
**Maximum File Size:** 200mb

**Length:** Desktop 30 sec / Mobile 15 sec.  
(15 sec recommended)

**Video Frame Rate:** 24

OR

**VAST, VPAID - Maximum creative size hosted by agency:** 5MB

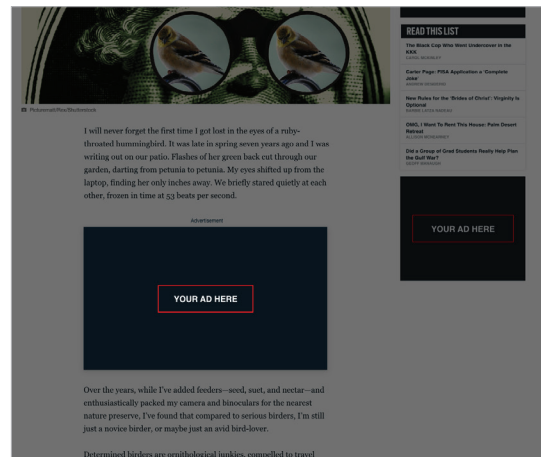


## STATIC REEL VIEW

**Dimensions:** 960x540

**Ratio:** 16:9

**File Size:** 250Kb



## PRE-ROLL

**Video Formats:** MP4, WebM

**Aspect ratio:** 16:9

**Length:** 3-10 (Bumper), 15, 30

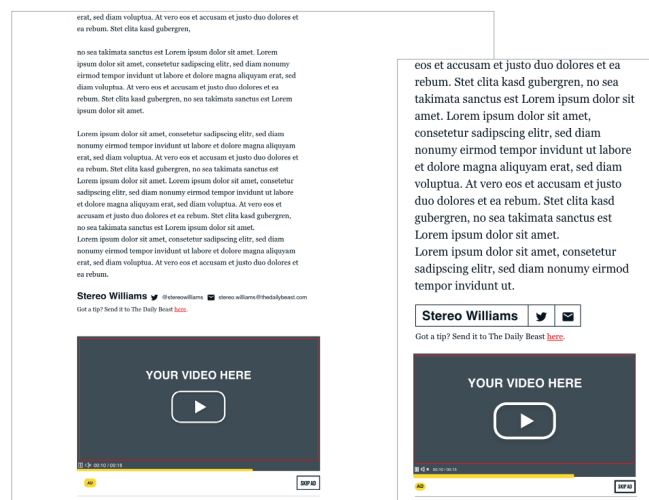
**Video Frame Rate:** 15-24 FPS

**Size:** 5MB

**Audio:** 124kbps / 44khz

**Bit Rate:** 700-1500 kbps

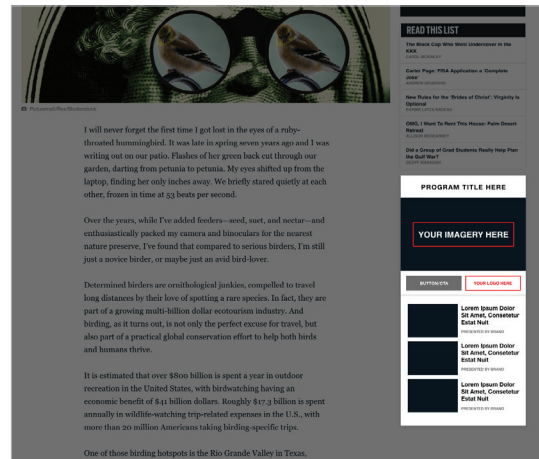
**Tag Type:** Vpaid, VAST



# AD SPECS: CUSTOM UNITS

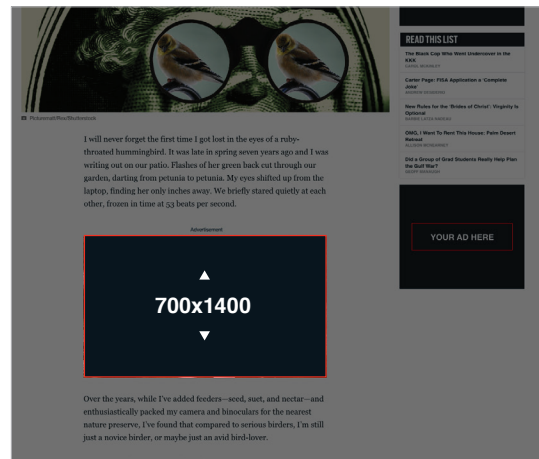
## SPOTLIGHT

**Video Formats:** mov, mp4  
**Resolution:** 720p or higher  
**Aspect ratio:** 16:9  
**Maximum File size:** 200mb  
**Length:** 15 sec  
**Video Frame Rate:** 24  
**Total Unit Size:** 300x600px



## PARALLAX

**File Type:** jpg, png  
**Dimensions:** 700x1400px  
**File Size:** 200Kb



# AD SPECS: MOBILE UNITS

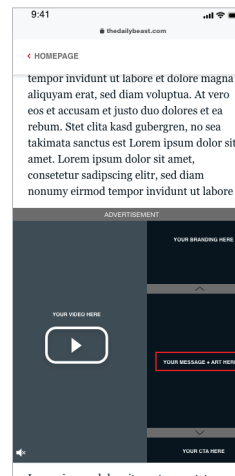
## APPLE NEWS

**File Type:** PNG/JPG/GIF  
**Static Image:** 900x750px  
**Maximum File Size:** 200mb



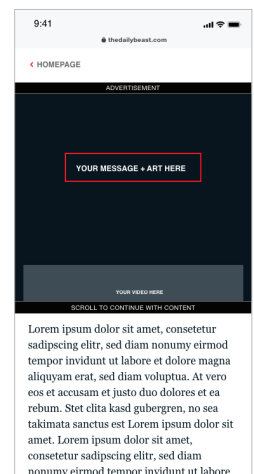
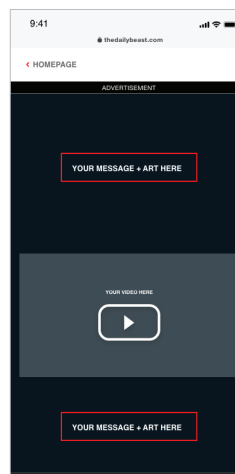
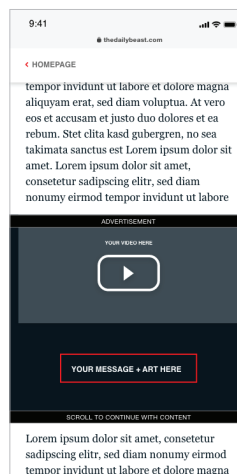
## THE GRANDSTAND

**Initial Load:** 150kb for static assets  
**Polite Load:** 2mb  
**Autoplay Video Duration:** 15 sec  
**Click-to-Play Video Duration:** 30 sec  
**Video:** 422x750px  
**Static Image:** 328x196px (top right)  
**Static Image:** 328x416px (middle right)  
**Static Image:** 328x78px (bottom right)  
**Total Unit Size:** 750x750px



## THE INTERLUDE

**Initial Load:** 150kb for static assets  
**Polite Load:** 2mb  
**Autoplay Video Duration:** 15 sec  
**Click-to-Play Video Duration:** 30 sec  
**Video:** 360x202px  
**Static Image:** 400x715x (background)



# AD SPECS: MOBILE UNITS

## MOBILE ADHESION

The ADHESION / VIDEO is a 2-state footer: with 1) an EXPANDED state which auto plays a 6 second preview video in a player sitting above a branded banner - if the user UNMUTES, the video restarts with sound on and plays full video. If the user doesn't UNMUTE the unit transitions to 2) a COLLAPSED state with a smaller player sitting inside a taller footer bar.

**Video Formats:** mov, mp4

**Resolution:** 720p or higher

**Aspect ratio:** 16:9

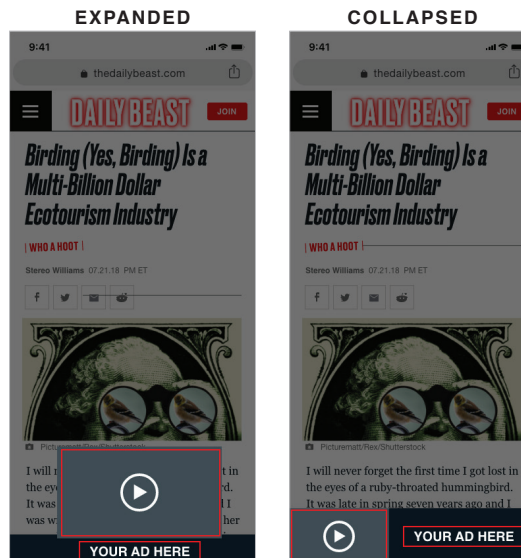
**Initial Load:** 150kb for static assets

**Polite Load:** 2mb

**Autoplay Video Duration:** 6 sec

**Click-to-Play Video Duration:** 15 sec

**Static Image:** 420x45px (expanded) 420x85px (collapsed)



# AD SPECS: NEWSLETTERS

## EMAIL - NEWSLETTER AD SIZES

	AD UNIT SIZE (PX)	STATIC FILE SIZE (KB)	ANIMATED GIF FILE SIZE (KB)
DESKTOP	970x250	200	250
	300x250	40	200
MOBILE/TABLET	970x550	200	250
	300x250	40	200

**File Type:** PNG/JPG/GIF\*

**Animation Length:** 15 max; 5 fps

\*Complete creative rendering must be in first frame of animation

