

Premium Ad Formats

PUSHDOWN

Overview

The Pushdown is a Premium ad unit that, like the Banner, appears just under the main site navigation, but can expand in size. On first impression, users will be served an auto-expanded state for a maximum of 8 seconds before auto-collapse. The ad may also be re-expanded with user-initiation. Panels will expand below or to the left of the creative based on site's requirements and how ad units are positioned on the page.

Availability



Technical Specifications

| Accepted Dimensions | File Weight (total) | File Type | 3P Tracking / Serving | Video (optional) |
|-------------------------------------|---------------------|-------------------------|-----------------------|--|
| 970x90 / 970x418 (ABC News only) | < 400K | png, jpg, gif, HTML5 | Yes / Yes | Auto-Start: Muted; 8 seconds; <1.1MB User-Initiated: <20MB; 60 seconds max |
| 728x90 / 728x315 | < 300K | png, jpg, gif, HTML5 | Yes / Yes | Auto-Start: Muted; 8 seconds; <1.1MB User-Initiated: <5MB; 60 seconds max |
| 300x250 / 500x250 | < 300K | png, jpg, gif, HTML5 | Yes / Yes | Auto-Start: Muted; 8 seconds; <1.1MB User-Initiated: <5MB; 60 seconds max |

Premium Ad Formats

PUSHDOWN

HTML5 Requirements

- HTML5 creative may be first-party served or third-party served from an approved third-party vendor.
- HTML5 creative **served first-party** must adhere to the following:
 - Must use a single click-through URL.
 - Cannot include in-banner video or interactive features such as photo galleries or mouse-over effects.
 - File references in the HTML5 code must use relative file paths.
 - Assets must be submitted as .zip folders containing all applicable files—one .zip folder per creative.
 - HTML5 creative must be “plug and play”—assets must be delivered in a state in which the main HTML5 file can be opened and function correctly. HTML5 creative which is not in a functioning state will be rejected.
- HTML5 creative served via an approved third-party must be delivered via javascript or iframe tag. Raw files will not be accepted.
- The file weight listed above applies to all HTML5 files and assets including images, HTML/JS/CSS files, custom fonts, or other assets.
- HTML5 creative requires a minimum lead time of five business days for testing and approval.

Ad Format Guidelines

Animation / Ad Behavior

- The ad will auto-expand on first view for 8 seconds before auto-closing.
- User-initiated expansion must occur on click and may remain open without auto-collapse.
- Panels will expand below or to the left of the creative based on site's requirements and how ad units are positioned on the page.
- The collapsed state may have up to 20 seconds of animation total, with no more than three animation loops within that limit.

Design Restrictions

- First-party served assets will have the close button added automatically. The top-right 35x35 pixel area of the creative should be clear of text, logos, and imagery. Separate creative files for the expand and collapsed states must be provided (see spec table above).

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PUSHDOWN

Ad Format Guidelines

Continued

- Capping**

 - The auto-expand is capped at one time per user per day.

- Third-Party Tag**

 - Creative tags must be provided by an approved vendor.

- Submission Deadline**

 - Minimum of five business days for testing and review.

- Video** (optional)

 - Creative with in-banner video must be third-party served.
 - Auto-play video must utilize a polite download and must not exceed 30 seconds and 1.1MB.
 - Auto-play video cannot be served via YouTube player.
 - User-initiated video must not exceed the maximum sized outlined in the table above. Video files must include “Play”, “Pause”, and “Mute” functions at minimum.
 - Audio must be user-initiated only on click.

- HTTPS Compatibility**

 - All creative, including third-party tags and third-party tracking tags, must use secure protocol (HTTPS).
 - Any creative that is not fully secure will be sent back for revisions.

- General Information**

 - The company reserves the right of final approval on all creative assets.
 - The advertising content must be clearly identifiable as an advertisement.
 - Ad units must have a linking URL that resolves to an active page.
 - All clickthroughs must open a new window.
 - Placeholder or non-final ad content will not be considered as “proxies” for final creative.