

Premium Ad Formats

OVERLAY

Overview

The Overlay is a full page ad experience which precedes the content page. The ad displays to the guest for five seconds before automatically redirecting to the content. This ad unit may sometimes also be referred to as an Interstitial.

Availability



Technical Specifications

Accepted Dimensions	File Weight	File Type	3P Tracking / Serving	Video (optional)
924x545 (large)	< 200K	png, jpg, static gif	Yes / No	Not accepted
728x425 (medium)	< 200K	png, jpg, static gif	Yes / No	Not accepted
300x356* (small)	< 100K	png, jpg, static gif	Yes / No	Not accepted

* Double-density creative are highly recommended for all mobile creative to provide image clarity on high-resolution screens.

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HTML5 Requirements

- HTML5 assets are not accepted for the Overlay. Static images only.

Ad Format Guidelines

Animation / Ad Behavior

- The Overlay will be displayed to users prior to site content for a maximum of five seconds, after which it will auto-close.
- Different Interstitial outlined above will be served based on the screen resolution of the user's device.
- All controls for skipping the ad will be contained outside of the creative space as part of the ad template. Please do not include a "Skip" or "Close" button within the creative.
- Overlay creative cannot expand.

Capping

- The Overlay is capped at one time per six hours per user.

Third-Party Tag

- Must be first-party served only. Third-party click and impression tracking is supported.

Submission Deadline

- Minimum of five business days for testing and review.

Video (optional)

- Video is not accepted for Overlay units.

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.

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Ad Format Guidelines

Continued

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.