

Standard Ad Formats

# BANNER

## Overview

The Banner is a standard leaderboard-style ad unit that typically appears near the top of the page, usually close to the site's navigation menu.

## Availability



## Technical Specifications

| Accepted Dimensions  | File Weight (total) | File Type            | 3P Tracking / Serving | Video (optional)  |
|----------------------|---------------------|----------------------|-----------------------|---|
| 970x90               | < 200K              | png, jpg, gif, HTML5 | Yes / Yes             | <p><b>Auto-Start:</b><br/>Muted; Must use polite download; 30s max; &lt;1.1MB</p> <p><b>User-Initiated:</b><br/>&lt;10MB; no duration limit</p> |
| 728x90               | < 200K              | png, jpg, gif, HTML5 | Yes / Yes             | <p><b>Auto-Start:</b><br/>Muted; Must use polite download; 30s max; &lt;1.1MB</p> <p><b>User-Initiated:</b><br/>&lt;10MB; no duration limit</p> |
| 320x50 (mobile only) | < 200K              | png, jpg, gif, HTML5 | Yes / Yes             | <p><b>Auto-Start:</b><br/>No video allowed</p> <p><b>User-Initiated:</b><br/>&lt;5MB; no duration limit</p>                                     |

Premium Ad Formats

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## 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

- Total animation time may not exceed 20 seconds.
- No more than three loops of animation are allowed within the 20s limit.

### Capping

- No capping restrictions.

### Third-Party Tag

- Creative tags must be provided by an approved vendor.

### Submission Deadline

- Minimum of five business days for testing and review.

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## Ad Format Guidelines

*Continued***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 for applicable sizes.
- Auto-play video cannot be served via YouTube player.
- User-initiated video must not exceed 10MB.
- 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.