

Display Advertising Creative Format Guidelines: Quick Reference Guide

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Max Additional Initial File Load Size for OBA Self-Reg Compliance (Note 1)	Subsequent Max Polite File Load Size	Subsequent Max User-Initiated File Load Size	Subsequent Max User-Initiated Additional Streaming File Size	Max Video & Animation Frame rate	Maximum Animation Length (i.e. Flash™)	Max Video Length	Audio Initiation	Hot Spot	Z-index Range	Max Percentage of CPU Usage (Note 3)	Minimum Required Controls	Labeling Requirements, Font Size, etc.	Submission Lead-Time	Implementation Notes & Best Practices
Billboard	970x250	This ad unit collapses to "Show Ad" text with icon (or 88x31 image), or "Show Ad" text/icon with residual branding in 62x88 px or 196x31 px image Please see style guide for details	60 KB	5 KB	1 MB	1.5 MB for Creative Files 10 MB for non-YouTube™ served video 10 MB total for Creative & Video combined	Not allowed for this unit	24 fps	30-sec	Unlimited (user-initiated only)	Must be user-initiated (on click: mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	0 - 4,999	40%	Close X collapses ad 100% when clicked, with "show ad" button available that expands ad upon click. Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 6 days before campaign start	Best Practice: Provide a 50 KB backup image while 1 MB polite load is in progress. Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file. Example: http://www.iab.net/billboard Style Guide: http://www.iab.net/billboard/pdf Publishers: Please see Note 4 below.
Filmstrip	300x600 viewable window in which total ad size of 300x3000 scrolls (5-300x600 segments) Please see style guide for details	Expansion not allowed for this unit	60 KB	5 KB	110 KB	2.2 MB	Unlimited for Streaming Video	24 fps	15-sec	Unlimited (user-initiated only)	Must be user-initiated (on click: mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	0 - 4,999	40%	Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 6 days before campaign start	Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file 300x600 px (the dimensions of the viewer window). Example: http://www.iab.net/filmstrip Style Guide: http://www.iab.net/filmstrip/pdf Publishers: Please see Note 4 below.
Portrait	300x1050 divided into THREE distinct modules Please see style guide for details	Up to 580x460 depending on module. Expansion allowed only after user initiation Please see style guide for details	80 KB	5 KB	350 KB for creative files	2.2 MB	Unlimited for Streaming Video	24 fps	15-sec	Unlimited (user-initiated only)	Must be user-initiated (on click: mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	5000 - 1,999,999	40%	Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control) Expanding modules must include "Close X" in expanded mode Other controls dependent on applications used. See style guide for control details, styles and specifications.	Advertisement: width up to 270 px; height 15 px at the top aligned right Logo header: 270x40 px below advertisement label Optional header copy: 270x55 px below logo header Footer copy: 270x50 px at the bottom (15 px margins on right and left sides of entire ad unit) See IAB Portrait Style Guide for additional details	Min 6 days before campaign start	The Portrait is a template for including interactive modular apps. Detailed specs are provided for application options and their controls. Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file. Style Guide: http://www.iab.net/portrait Example: http://www.iab.net/portrait/pdf Publishers: Please see Note 4 below.

merly Rising Stars

	Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Max Additional Initial File Load Size for OBA Self-Reg Compliance (Note 1)	Subsequent Max Polite File Load Size	Subsequent Max User-Initiated File Load Size	Subsequent Max User-Initiated Additional Streaming File Size	Max Video & Animation Frame rate	Maximum Animation Length (i.e. Flash™)	Max Video Length	Audio Initiation	Hot Spot	Z-index Range	Max Percentage of CPU Usage (Note 3)	Minimum Required Controls	Labeling Requirements, Font Size, etc.	Submission Lead-Time	Implementation Notes & Best Practices
Rich Media Branding Units (for	Pushdown	970x90 (optionally 970x66 is offered by some publishers)	970x415	60 KB	5 KB	110 KB	2.2 MB	Unlimited for Streaming Video	24 fps	15-sec	Unlimited (user-initiated only)	Must be user-initiated (on click: mute/ unmute); default state is muted	Not to exceed 1/4 size of original ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	0 - 4,999	40%	Close button on expanded pushdown, initiated by click Uninitiated expanded panel closes automatically and collapsed ad provides expand button that can be initiated with a click Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control) Other controls dependent on modules used. See style guide for control details, styles and specifications.	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content) and framed within 15 px border width Logo max WxH: 239x68 px or 239x46 with brand copy height = 22 px below logo Logo location: top left (15 px from each edge)	Min 6 days before campaign start	Note: Expanding Pushdown ad units "push" page content down rather than expanding over page content. Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file. Example: http://www.iab.net/pushdown Style Guide: http://www.iab.net/pushdown/pdf Publishers: Please see Note 4 below.
	Sidekick	300x250 300x600 970x250	850x550 (or optional 970x550)	60 KB	5 KB	110 KB	2.2 MB	Unlimited for Streaming Video	24 fps	15-sec	Unlimited (user-initiated only)	Must be user-initiated (on click: mute/ unmute); default state is muted	Not to exceed 1/4 size of original ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	5000 - 1,999,999	40%	Close X on expanded Sidekick that closes and returns user to publisher page content User-initiated expand control in the in-page display unit "slides" page content to the left Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 6 days before campaign start	Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard 1x1 px image file. Example: http://www.iab.net/sidekick Style Guide: http://www.iab.net/sidekick/pdf Publishers: Please see Note 4 below.
	Slider	Width of publisher page by height of 90px Active ad content centered in 970x90	970x550 behind slider bar	60 KB	5 KB	110 KB for user-initiated slider content	After slider content initiated: 2.2 MB	Unlimited for Streaming Video	24 fps	30-sec	Unlimited (user-initiated only)	Must be user-initiated (on click: mute/ unmute); default state is muted	Not to exceed 1/4 size of original ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	5000 - 1,999,999 Note: Make sure the z-index of the Slider Bar is higher than those of the page and the Slider Content	40%	Click or rollover initiates slider content. Must contain "Close X" in expanded slider bar and in slider content. Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 6 days before campaign start	Use a branding color for the gutter areas while keeping active ad elements in the center 950px. In the Slider Content, use a branding color for the bottom 90px while keeping active ad elements in the top 460px. The Slider Bar is anchored to the bottom and will be pushed up by any horizontal scroll bars. Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard 1x1 px image file. Example: http://www.iab.net/slider Style Guide: http://www.iab.net/slider/pdf Publishers: Please see Note 4 below.
	Medium Rectangle	300x250	Expansion not allowed for this unit	40 KB	5 KB	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	24 fps	15-sec	Video not allowed for this unit see "In-Banner Video" & Rich Media units below	Must be user-initiated (on click: mute/ unmute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	0 - 4,999	20%	N/A	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 3 business days before campaign start	Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.

	Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Max Additional Initial File Load Size for OBA Self-Reg Compliance (Note 1)	Subsequent Max Polite File Load Size	Subsequent Max User-Initiated File Load Size	Subsequent Max User-Initiated Additional Streaming File Size	Max Video & Animation Frame rate	Maximum Animation Length (i.e. Flash™)	Max Video Length	Audio Initiation	Hot Spot	Z-index Range	Max Percentage of CPU Usage (Note 3)	Minimum Required Controls	Labeling Requirements, Font Size, etc.	Submission Lead-Time	Implementation Notes & Best Practices
Universal Ad Package (UAP)	Rectangle	180x150	Expansion not allowed for this unit	40 KB	5 KB	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	24 fps	15-sec	Video not allowed for this unit see "In-Banner Video" & Rich Media units below	Must be user-initiated (on click; mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	0 - 4,999	20%	N/A	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 3 business days before campaign start	Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.
	Wide Skyscraper	160x600	Expansion not allowed for this unit	40 KB	5 KB	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	24 fps	15-sec	Video not allowed for this unit see "In-Banner Video" & Rich Media units below	Must be user-initiated (on click; mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	0 - 4,999	0.2	N/A	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 3 business days before campaign start	Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.
	Leaderboard	728x90	Expansion not allowed for this unit	40 KB	5 KB	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	24 fps	15-sec	Video not allowed for this unit see "In-Banner Video" & Rich Media units below	Must be user-initiated (on click; mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	0 - 4,999	0.2	N/A	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 3 business days before campaign start	Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.
Other Ad Units	Super Leaderboard - Provisional Unit (Note 5)	970x90 (optionally 970x66 is offered by some publishers)	Expansion not allowed for this unit	40 KB	5 KB	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	24 fps	15-sec	Video not allowed for this unit see "In-Banner Video" & Rich Media units below	Must be user-initiated (on click; mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	0 - 4,999	5%	N/A	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 3 business days before campaign start	Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.
	Half Page	300x600	Expansion not allowed for this unit	40 KB	5 KB	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	24 fps	15-sec	Video not allowed for this unit see "In-Banner Video" & Rich Media units below	Must be user-initiated (on click; mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	0 - 4,999	20%	N/A	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 3 business days before campaign start	Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.
	Button 2	120x60	Expansion not allowed for this unit	20 KB	5 KB	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	24 fps	15-sec	Video not allowed for this unit see "In-Banner Video" & Rich Media units below	Must be user-initiated (on click; mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	0 - 4,999	5%	N/A	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 3 business days before campaign start	Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.
	Micro Bar	88x31	Expansion not allowed for this unit	10 KB	5 KB	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	24 fps	15-sec	Video not allowed for this unit see "In-Banner Video" & Rich Media units below	Must be user-initiated (on click; mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	0 - 4,999	5%	N/A	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 3 business days before campaign start	Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Max Additional Initial File Load Size for OBA Self-Reg Compliance (Note 1)	Subsequent Max Polite File Load Size	Subsequent Max User-Initiated File Load Size	Subsequent Max User-Initiated Additional Streaming File Size	Max Video & Animation Frame rate	Maximum Animation Length (i.e. Flash™)	Max Video Length	Audio Initiation	Hot Spot	Z-index Range	Max Percentage of CPU Usage (Note 3)	Minimum Required Controls	Labeling Requirements, Font Size, etc.	Submission Lead-Time	Implementation Notes & Best Practices
In-Banner Video (file-loaded)	300x250 180x150	Expansion not allowed for these units	40 KB	5 KB	100 KB	2.2 MB for video file load	N/A	24 fps	15-sec	30-sec	Must be user-initiated (on click; mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	0 - 4,999	30%	Controls = Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 6 business days before campaign start	Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.
In-Banner Video (streaming)	160x600 728x90 300x600				100 KB	N/A	Unlimited for Streaming Video											
Expandable/Retractable	300x250 to 600x250 180x150 to 600x150 160x600 to 600x600 300x600 to 600x600 728x90 to 728x315	Expansion not allowed for these units	40 KB	5 KB	100 KB	2.2 MB for creative files	Unlimited for Streaming Video	24 fps	15-sec	30-sec	Must be user-initiated (on click; mute/ un-mute); default state is muted	Not to exceed 1/4 size of original ad (collapsed size). Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	5,000 - 1,999,999 (for entire ad unit)	30%	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either Click to close/expand or Enable Mouse-Off Retraction Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 6 business days before campaign start	Expansion must be user-initiated (note 2). Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file the same dimensions of the original (collapsed) ad dimensions.
Pop Ups	300x250 550x480				100 KB	2.2 MB for creative files	Unlimited for Streaming Video								24 fps			
Floating	Variable Initial Dimensions	Expansion not allowed for this unit	80 KB	5 KB	160 KB	2.2 MB for creative files	Unlimited for Streaming Video	24 fps	15-sec	30-sec	Must be user-initiated (on click; mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	2,000,000 - 2,999,999	30%	Control = "Close X" Font = 8pt (11px) - 16pt (11px) Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Label = "Advertisement" Font = 8pt (11px) - 16pt (21px)	Min 6 business days before campaign start	
Between-the-Page (aka "Interstitial")	Variable	Expansion not allowed for this unit	80 KB	5 KB	160 KB	2.2 MB for creative files	Unlimited for Streaming Video	24 fps	10-sec (ad displays for only 10 sec and disappears if no interaction)	30-sec only if user interacts within first 10 sec of display (otherwise ad disappears)	Must be user-initiated (on click; mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	N/A Unless the ad covers content on the target page, then use range for overlays: 6,000,000+	30%	"Close" control provided by browser window if ad displays in its own browser window. If overlaid on target page, include "Close X" button. Font = 8pt (11px) - 16pt (21px) Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Label = "Advertisement" Font = 8pt (11px) - 16pt (21px)	Min 6 business days before campaign start	Duration of display: 10-sec max if no user interaction; up to 30-sec when user is engaged with ad within first 10 sec.

Guidelines last updated: 01/31/2012 - Version: FINAL_v2.2 (CM)

Abbreviations: px = pixel sec = seconds

Notes:

1. Industry self-regulation guidelines have been established for companies who use online behavioral advertising (OBA): <http://www.aboutads.info/participants>
2. "User Initiation" defined: User initiation is the willful act of a user to engage with an ad. Users may interact by clicking on the ad, and/or rolling over an ad (or a portion of an ad). With respect to user initiation for the purposes of these guidelines, a roll-over is defined as a willful pause of the user's cursor on the target portion of the creative (the "hot spot"), such pause
3. Percentage of CPU usage is based on the Publisher defined benchmark end user-CPU for its audience. Please consult with each publisher individually for their benchmark number for testing.
4. Publisher implementation note: Universal Brand Package (UBP) ad units are designed to be the only rich media ad unit displayed on a webpage. Because of increased file load size, displaying a UBPA ad unit with any other rich media unit may compromise page-load performance.