



Pop-Up Guidelines

Def.	Any advertising experience where visiting a website in an initial browser window initiates a secondary browser window to deliver an ad impression directly above the initial browser window.				
Freq.	Each user should be exposed to no more than one pop-up ad for each visit to an online site.				
Labeling	<p>Pop-ups should be clearly labeled with a header for the browser window with: 1. the network or advertiser name, 2. publisher name, and 3. browser type (if applicable).</p> <p>Example: "Advertising.com - CBS Market Watch - Microsoft Internet Explorer"</p>				
Specifications	Unit Type	Dimensions (WxH in Pixels)	Maximum File Load Size	Audio/Video Initiated	Close Box
	Pop-Up	300x250	40 KB Initially 100 KB Subsequent Polite File Load 2.2 MB for User-Initiated File Load	User-Initiated	Controlled by browser
	Pop-Up Large	550x480	Unlimited User-Initiated Streaming Video		