

Rich Media Expandables

Ad Unit	Initial Dimensions	Initial Max File Size	Final Dimension	Final Max File Size	Panel Expand Direction
Banner	468 x 60	40 KB	468 x 240	99 KB	Down
Leaderboard	728 x 90	40 KB	728 x 315	99 KB	Down
Medium Rectangle	300 x 250	40 KB	600 x 250	99 KB	Down
Half Page Ad	300 x 600	40 KB	600 x 600	99 KB	Left
Skyscraper	120 x 600	40 KB	300 x 600	99 KB	Left
Wide Skyscraper	160 x 600	40 KB	300 x 600	99 KB	Left

Animation Details

- 5 loop max
- 30 second animation max
- 24 fps max video & animation frame rate
- 5 panel max
- User initiated audio
- Close button available

Rich Media: In Banner Video

Ad Unit	Dimension / Ad Sizes	Initial Max File Size	Final Max Polite File Load Size	Subsequent Max File Load Size (File-Loaded)	Subsequent Max File Load Size (Streaming)
Leaderboard	728 x 90	40 KB	99KB	2.2MB	Unlimited
Medium Rectangle	300 x 250	40 KB	99KB	2.2MB	Unlimited
Half Page Ad	300 x 600	40 KB	99KB	2.2MB	Unlimited
Skyscraper	120 x 600	40 KB	99KB	2.2MB	Unlimited
Wide Skyscraper	160 x 600	40 KB	99KB	2.2MB	Unlimited

Animation Details

- 30 second animation max
- 30 second video length max
- 24 fps max video & animation frame rate
- User initiated audio / video

Mobile GIF / JPEG / PNG

Ad Unit	Dimension / Ad Sizes		Max File Size GIF & JPEG	Max Animation Length
	Phone	Tablet		
Small Banner	120 x 20	320 x 480	5 KB / 99KB	30 Seconds
Large Banner	216 x 36	480 x 320	5 KB / 99KB	30 Seconds
MPU Banner	300 x 250	300 x 250	50 KB / 50KB	30 Seconds
Standard Banner	300 x 50	1024 x 90	18 KB / 99KB	30 Seconds
Wide Banner	320 x 50	728 x 90	22KB / 50KB	30 Seconds

Mobile Rich Media / Expandables (HTML5, JavaScript, Animated GIF)

Ad Unit	Dimension / Ad Sizes	Final Dimensions	Max File Size	Panel Expand Direction
Rich Interstitial	320 x 480	N/A	35 KB	N/A
Rich Banner	300 x 50	300 x 250	35 KB	Down
Rich Wide Banner	320 x 50	320 x 416	35 KB	Down

Mobile - Video Pre Roll

Ad Unit	Dimensions / Ad Sizes	Format	Bit Rate	Max File Size	Length
Video Pre Roll	Auto Size On Server	MP4 or VAST Tag	400 Only	1GB	15 / 30 secs

Animation Details

- 30 second animation max
- 30 second video length max
- 24 fps max video & animation frame rate
- User initiated audio / video

Video Pre Roll

We accept all formats such as MP4, FLV, SWF, WMV, RM, Quicktime and must meet the following criteria

Standard Definitions:

- Video Pre-Roll: 728 x 480 pixels or 640 x 480 pixels
- Frame Rate: 30 FPS (29.97)
- Aspect Ratio: 4:3
- Audio Rate: 44.1 or 48kHz stereo
- Codec: compressed files: High / Best quality

Digital File Size

- Digital file must not be greater than 5MB

Video Initiation

- Host Initiated

Video Length

5 seconds (minimum) to 30 second (maximum) ads

Frequency cap

Yes

Companion Banner Format

JPEG, non-animated

GIF, No Rich Media,

40KB max

Companion Banner Size:

300 x 250

It is possible to include a 3rd party tracking URL as part of a VAST ad. It would be included in the companion ad section as shown below, the VAST impression URL per the VAST specifications. The flash player would be responsible for loading the URL at the correct time which would be after hitting the VAST impression URL.

```
{AdLinear:true}

{AdDuration:HH:MM:SS}

{AdTitle:My Ad Title}

{AdDescription:Some info about my ad goes here}

{AdClick:{URL}&b={AD}&c={CAMPAIGN}}

{AdHeight:{HEIGHT}}{AdWidth:{WIDTH}}

{MediaFile:{FILE}|progressive|{WIDTH}}{HEIGHT}}

{Companion:[INSERT_TRACKING_URL_HERE]]{WIDTH}}{HEIGHT}}{WIDTH}}{HEIGHT}}{URL}&b={AD}&c={CAMPAIGN}&ajlink=}
```

Super Enhanced Video

File Type	Dimensions	Recommended Duration	Recommended File Size
For Video: Mov (Quicktime), FLV (Flash)	Pre-roll: 640 x 360	Pre-roll: 30 sec	MOV: 300 MB
For Interactive Assets: PSD (Photoshop File), FLA (Flash Source File), JPG, GIF, PNG, EPS, AI	Overlay: Recommend, No More Than 380 x 120	Internal: 2 Minutes	FLV: 10MB
Fonts: TFF, OFT	Slate: 590 x 332		

Pre-roll Video

- Optimised for 640x360 video dimensions, 16x9 aspect ratio
- Recommended duration: 30 seconds
- Preferred format: MOV (Quicktime) or FLV (Flash). Please note, FLVs are not editable

Overlay / Call to Action

- Recommended size: no more than 380x120
- CTA can be placed anywhere on the video player
- Hi-resolution brand logos, artwork, Flash animation, etc. to capture user's attention
- Fonts for all custom text are required to be provided by the client
- Specific calls-to-action yield optimal results

Engagement Slate / Expanded Unit

- Engagement Slate dimensions: 590x332
- Customizable environment, highly interactive
- Hi-resolution brand logos, artwork, Flash animation, etc. to capture user's attention
- Fonts for all custom text are required to be provided by the client
- Specific calls-to-action for external clickthrough to web sites

Production

- 10 Days

Video Guidelines

- SEV units will be delivered across a range of player sizes. Unless you are optimising for specific players, you can prepare video with the following settings
- **Dimensions:** Recommended sizes - 640x360 for a 16:9 video or 480x360 for a 4:3
- **Format:** FLV or MOV
- **File Size/Encoding:** Please provide an uncompressed MOV of up to 200 MB, or an FLV compressed with Adobe Media Encoder to be roughly 99 Kb/S (:15 ~ 1.5 MB, :30 ~ 3 MB)
- **Recommended encoder settings:** VP6 / 750kbps / 2 Pass / VBR

Source Files and Additional Instructions

- Please provide source files to allow Audience2Media's creative team to make changes in a timely manner if required
- **Source file checklist:** High-resolution brand logos, all required fonts, layered PSDs with clearly named layer comps for graphic assets, FLA files with clearly labelled layers and instructions if necessary
- **Call-to-action checklist:** Make sure call-to-action is clear, specific and in support of campaign goals
- **URL checklist:** Provide click-thru URLs for all landing pages, social media destinations, YouTube videos and other applicable links, as well as all third-party links tracking URLs when applicable

Static Graphic Guidelines

- SEV units will be delivered across a range of player sizes. Unless the unit will be optimised for specific players, please prepare graphics with the following settings
- **Dimensions: Call-to-action:** 380 x 120 recommended max
Expanded slate: 590 x 332
- **Format:** PNG, GIF, or JPG
- **File Size:** recommended max 50KB for CTA, 400KB for initial load of slate, with additional graphics sub loaded