AUDIENCE**SCIENCE**®

v1.6

CREATIVE GUIDELINES & SPECIFICATIONS
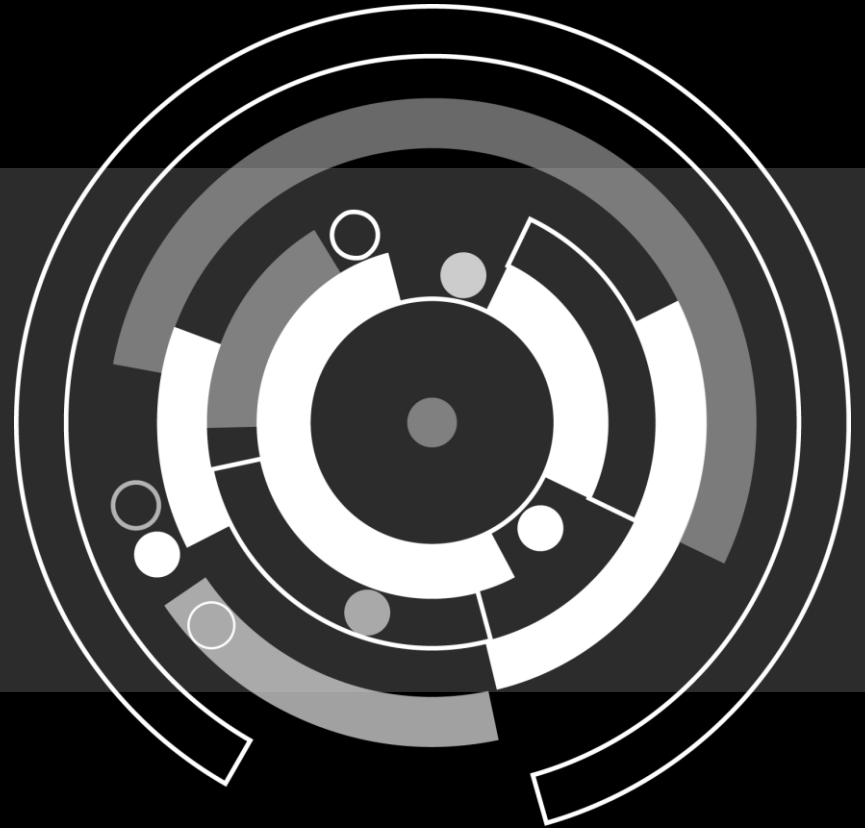
Policies

The following policies must be adhered to. Should any creative not meet any of these policies, they will be rejected and not serve across any inventory.

- All Ads Must be SSL-compliant and purely HTML5 (Both MP4 and WebM must be used in XML for VAST Ads).

- OBA mandatory for US, Canada and Europe (UK, France, Germany, Switzerland, Austria, Poland, Italy, Spain).

- Display ad must have a working backup ad image at all times.

- Landing page must be crawl-able, no redirects or bridge pages allowed. The AudienceScience pixel must be present on the brand's landing page.

- Ads must be clickable completely in all areas, must open in new tab/window, no pop ups allowed.

- Brand logo on the Ad must match with landing page and the content must be family safe.

- No Ads rotation between multiple sizes, lengths, skippable/non skippable, brands.

- Expandable Ads must be user-initiated (audio), click-to-expand or rollover-to-expand.

- Pure VPAID Ads are not supported. VPAID wrapped in VAST with flash/HTML5 media files are supported.

- Locally Shared Objects and 4th party calls are not permitted. Ads may not directly capture any personally-identifiable user information, no forms.

- No spyware, no malware, no viruses.

- VAST Ads must include a functional CORS header in all of its responses.

- ClickTag code requirement

- Click-through functions must use the 'getURL' command:

  - on(release){ getURL(_root.clickTag,"_blank"); }

ASci MACROS	TRACKING	MACRO
	Cachebusting	ASI_CACHEBUSTER
	Click Tracking	ASI_CLICK_URL_UNENC / ASI_CLICK_URL_ENC

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Desktop

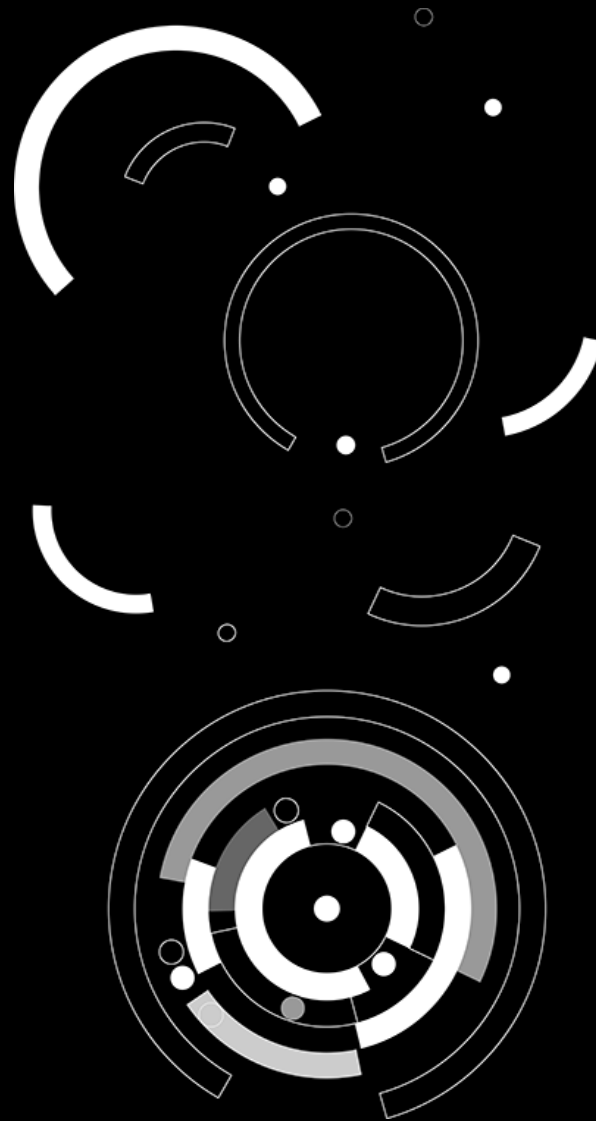| TYPE OF AD	SIZES ACCEPTED	FILE SIZE LIMIT	BACKUP	TAG FORMAT REQUIRED	AUDIO	MAX FR	OTHER REQUIREMENTS
DISPLAY	300x250, 728x90, 160x600, 180x150, 468x60, 300x600	150KB	Required GIF/JPG/PNG format	HTML5 tag in JavaScript format	NA	24fps	Max. Animation length allowed: 15s Max no. of loops allowed: 3 (within 15s) Border should be visible and contrasting
IN-BANNER VIDEO	300x250, 728x90, 160x600 Max duration is 30sec	Initial Load: 150KB Polite Load: 100KB User-Initiated Load: 2.2MB	Same as Display	HTML5 tag in JavaScript / iframe format	User Initiated only / muted by default	30fps	User Initiated only Auto-play is not permitted
EXPANDABLE	160 x 600 to 600 x 600 300 x 250 to 600 x 250 728 x 90 to 728 x 315	Initial Load: 150KB Polite Load: 100KB User-Initiated Load: 2.2MB	Same as Display	Same as Display	Same as above	24fps	For Expandable In-Banner videos see above
VIDEO	Aspect ratio 4:3, 16:9, 5:2 Recommended durations: 10, 15, 20, 30 seconds	10MB max	Inventory not guaranteed for companion banner	VAST 2.0, VPAID wrapped in VAST, (*VAST 3.0 inventory limited) Media files –mp4, webm required	Mute option available. Use MP3 / AAC audio	30fps (Max Bitrate – 2000Kbps)	Recommended Codecs: MPEG2, WMV, Hx264 / AAC, WebM, MP4

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Mobile

TYPE OF AD	SIZES ACCEPTED	FILE SIZE LIMIT	BACKUP	TAG FORMAT REQUIRED	AUDIO	MAX FR	OTHER REQUIREMENTS
DISPLAY	300 x 250, 320 x 50, 728 x 90, 160 x 600, 336 x 280 (enquire for additional supported sizes)	50kb for 300x50, 320x50, upto 200kb for other sizes	Required GIF/JPG/PNG format	HTML5 tag in JavaScript format	NA	24fps	Max. Animation length allowed: 15s Max no. of loops allowed: 3 (within 15s) Border should be visible and contrasting
IN-BANNER VIDEO	300x250, 728x90, 160x600	Initial Load: 200KB Polite Load: 100KB User-Initiated Load: 2.2MB	Same as Display	HTML5 tag in JavaScript format	User Initiated only / muted by default	30fps	User Initiated only Auto-play is not permitted
EXPANDABLE/ INTERSTITIAL	320x50, 300x250, 120x600, 320x480, 728x90, 768x1024	Initial Load: 200KB max	Same as Display	Same as Display	Same as above	24fps	For Expandable In-Banner videos see above
VIDEO	Aspect ratio: 4:3, 16:9, 5:2 Recommended durations: 10, 15, 20, 30 seconds	10MB max	Inventory not guaranteed for companion banner	VAST 2.0, VPAID wrapped in VAST (*VAST 3.0 inventory limited) Media files –mp4, webm required	Mute option available. Use MP3 / AAC audio	30fps (Max Bitrate - 1000kbps)	Recommended Codecs: MPEG2, WMV, Hx264 / AAC, WebM, MP4

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THANK
YOU.

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