



MEDIA

CREATIVE & TAG
REQUIREMENTS

1 GENERAL CREATIVE SPECS

We are able to accept any creative size. The most common dimensions are listed below

1.1 CREATIVE DIMENSIONS - DESKTOP

728 x 90	120 x 600	300 x 50
300 x 250	300 x 600	320 x 480
160 x 600	468 x 60	336 x 280
320 x 50	970 x 250	234 x 60

1.2 CREATIVE DIMENSIONS - MOBILE

SMARTPHONE

300 x 250
320 x 50
300 x 50
728 x 90
160 x 600
120 x 600
300 x 600
468 x 60
970 x 250
320 x 100
216 x 36

TABLET

728 x 90
300 x 250
320 x 50
160 x 600
468 x 60
120 x 600
300 x 600
970 x 250
300 x 50
320 x 480
336 x 280

INTERSTITIALS

Smartphone

320 x 480
480 x 320

Tablet

768 x 1024
1024 x 768

1.3 TECHNICAL SPECIFICATIONS

- File types: JPG, PNG, GIF, DHTML
- Load size:
 - initial: 40 KB maximum
 - polite: 2.2 MB maximum
- Animation length: 30 seconds maximum
- Initial: file that loads simultaneously with the webpage. Polite: additional content that loads after the webpage has finished loading. Creatives may not exceed 40 KB of initial load. Additional load must be "polite" and total load may not exceed 2.2 MB
- Media iQ can host creatives with a file size of up to 40 KB and of the following types: JPG, PNG, GIF
- Creatives that use polite load are supported via third-party ad servers only
- Flash creatives and/or any Flash content, including Flash-based pixels, are not allowed
- All creatives must be free of applications including, but not limited to, ActiveX, viruses, exit pops, spyware, and malware

- Third-party creatives must not exceed 40% of a user's CPU. Common causes of high CPU use are continued animation, heavy animation sequences, and animation that surpasses the 30-second limit. If applicable, you can use the Task Manager feature in Windows to check for compliance with this rule
- Creatives may not use locally shared object (LSO) technologies or device fingerprints for purposes of online behavioural advertising, ad delivery, reporting, or multi-site advertising. LSOs include: Flash cookies, browser helper objects and HTML5 Local Storage. Prohibited uses include, but are not limited to: storing user IDs, interest segments, user browsing history, or other unique user data
- All creatives must open in a new tab or window, and should not navigate away from the publisher's page
- All sound and animation (including video) must stop upon the exit click
- On all creatives with partially black, white, or transparent backgrounds, you must add a visible border of a contrasting colour to the majority background colour of the creative
- Ads may only click through to one domain. Creatives that click to different domains within the same tag must be separated into their own ad tag. Creatives that click to multiple domains from the same creative unit are not allowed

HTML5 CREATIVES

- Ads created in HTML5 offer the benefit of working on every device, whether desktop, tablet, or smartphone. HTML5 also works across browsers and does not require the user to install and update external plugins
- Media iQ currently supports HTML5 creatives via third-party ad servers
- General guidance and specifications for ad designers and creative technologists can be found here: <http://www.iab.net/html5>

SECURE CREATIVES

- We accept secure creatives only. All aspects of media buying must be SSL-compliant and configured to work on HTTPS websites: this includes all ads, tracking pixels, ad responses and fourth-party calls to other technologies within the ad unit. All servers involved require full SSL certification. Note that the landing page is the only part of an ad that does not need to be secure as it is not loaded by the creative

1.4 ADDITIONAL GUIDELINES

- Prior to running on any inventory, all creatives must pass an audit process to check technical and content criteria, and evaluate them against the requirements of our sellers, including AdX and AppNexus. Frequency capping or geo-targeting set outside our platform will interfere with the audit process and must be removed while the creatives are being audited
- All creatives must contain sufficient brand notification; at least one of the three things below must be included
 - A clearly identifiable logo: if the only branding is the logo, that exact logo must also be on the landing page
 - A landing page URL: if the only branding on the creative is a landing page URL, that URL must be the URL the creative has as its landing page
 - A distinct brand name: if the only branding on the creative is a distinct brand name, the brand name must not be an actual word and when it appears on the creative it cannot be confused for other, non-branded text
- Each creative must have a single discernible brand or product offering associated with it
- Creatives may not rotate brands
- The landing page must match the language, brand, and offer of the creative

1.5 THIRD-PARTY TAG REQUIREMENTS

- We accept third-party tags in JavaScript and iFrame formats.
- As standard we require four different tags for each creative size, e.g.:
 - 160 x 600_reach
 - 160 x 600_audience
 - 160 x 600_context
 - 160 x 600_retargeting

2 RICH MEDIA CREATIVE SPECS

2.1 DESKTOP

2.1.1 EXPANDABLE CREATIVES

- Expandable creatives, or expandables, are rich media creatives that can be enlarged beyond the initial dimensions of the ad placements on web pages
- Expandables must adhere to the general technical specifications and guidelines that apply to all creatives types. In addition, expandable creatives must meet a range of technical specifications relating to initiation, size and direction of expansion, dimensions, and behaviour such as page takeovers and auto-expansion
- Most publishers have a policy for how expandables can initiate and for how large, and in what direction, an expandable may expand. Each of the five attributes below can be allowed or blocked by publishers

EXPANDABLE INITIATION

- Click to expand: the creative expands when the user clicks on the creative
- Mouse-over to expand: the creative expands when the user rolls over the creative, even with a delay before expansion
- Auto-expand: the creative expands without any user action

EXPANDABLE SIZE AND DIRECTION

- Standard expansion: the creative expands within the maximum dimensions and directions specified in the table below
- Large expansion: the creative expands outside the standard maximum dimension and directions specified in the table below
- Creatives that do not meet the specs below will still be allowed to run, but publisher acceptance is expected to be much lower

Base Dimensions	Expanded Dimensions
120 x 600	240 x 600
160 x 600	600 x 600
180 x 150	600 x 150
200 x 200	400 x 200
250 x 250	500 x 250
300 x 250	500 x 300
300 x 600	560 x 600
336 x 280	672 x 280

Base Dimensions	Expanded Dimensions
468 x 60	468 x 180
650 x 170	650 x 340
728 x 90	728 x 315

FALLBACK FOR NON-EXPANDABLE INVENTORY

- Though our expandable support prevents serving creatives where they cannot expand, creatives must still function when served into an iFrame
- Creatives should detect if they are being displayed in a friendly or an unfriendly iFrame, and not expect any type of client side file or JavaScript code to provide this information. We certify placements to serve expandables by checking if the placement has access to the top-level domain. The creative code should use this same test to determine the type of iFrame it is being displayed in. You can assume that this test will succeed if the creative is in a friendly iFrame, and will fail otherwise
- Creatives should not try to expand in an unfriendly iFrame
- If the creative blanks, rotates brands, or has any other behaviour causing it to violate policy when served in an iFrame, the creative will not pass audit

ADDITIONAL GUIDELINES

- Pop-outs and page takeovers are not allowed
- Auto-expansion, auto-initiated audio and auto-initiated video (including rollover without a 3-second delay) are allowed, but publisher acceptance might be much lower
- Media iQ supports expandable creatives via third-party ad servers only

2.2 MOBILE

2.2.1 INTERSTITIAL CREATIVES

- Interstitial ads display when a user navigates from one page to another within a web browser, or while a user interacts with an app. They fill the screen of the device as soon as the user leaves the initial page and before the next page displays
- The sizes of mobile interstitials may vary according to the screen of the device targeted. Typical sizes include the following:

Device Type	Portrait Size	Landscape Size
Phone	320 x 480	480 x 320
Tablet	768 x 1024	1024 x 768

- Mobile interstitials can contain animations and don't need to be static

2.2.2 EXPANDABLE CREATIVES

- Mobile expandable creatives usually have initial size of 320 x 50 or 300 x 50, and typically expand up to the entire screen of the device. Please note that if the expanded unit is bigger than the screen of the device (i.e. larger than a typical interstitial size), the expanded creative may overflow the screen
- We can run expandables on mobile app inventory using MRAID creatives. Rich media vendors supported across various mobile sellers include Celtra and Medialets

2.3 VIDEO

2.3.1 IN-BANNER VIDEO CREATIVES

- In-banner video creatives are video creatives that are played in banner placements rather than in video players. Any banner placement may accommodate in-banner video creatives, if allowed by the publisher
- Media iQ currently supports in-banner video creatives via third-party ad servers only
- Auto-initiated audio is not allowed

2.3.2 IN-STREAM VIDEO CREATIVES

- In-stream video creatives are played in video players on web pages. They are played before, in the middle of, or after other video content, and use VAST XML to ensure proper rendering in players

HOSTED IN-STREAM VIDEO CREATIVES

- Media iQ can host in-stream video creatives in any of the following formats:

Hosted in-stream video ad				
Unit Sizes	File Types	Max File Size	Video Length	
			Maximum	Recommended
1280 × 720, 1920 × 1080, 1440 × 1080	MP4, MOV, WebM, MPEG, AVI, WMV, M4V, OGG	100 MB	30 sec	<15 sec

THIRD-PARTY IN-STREAM VIDEO CREATIVES

- Third-party in-stream video creatives are accepted according to the following policies:

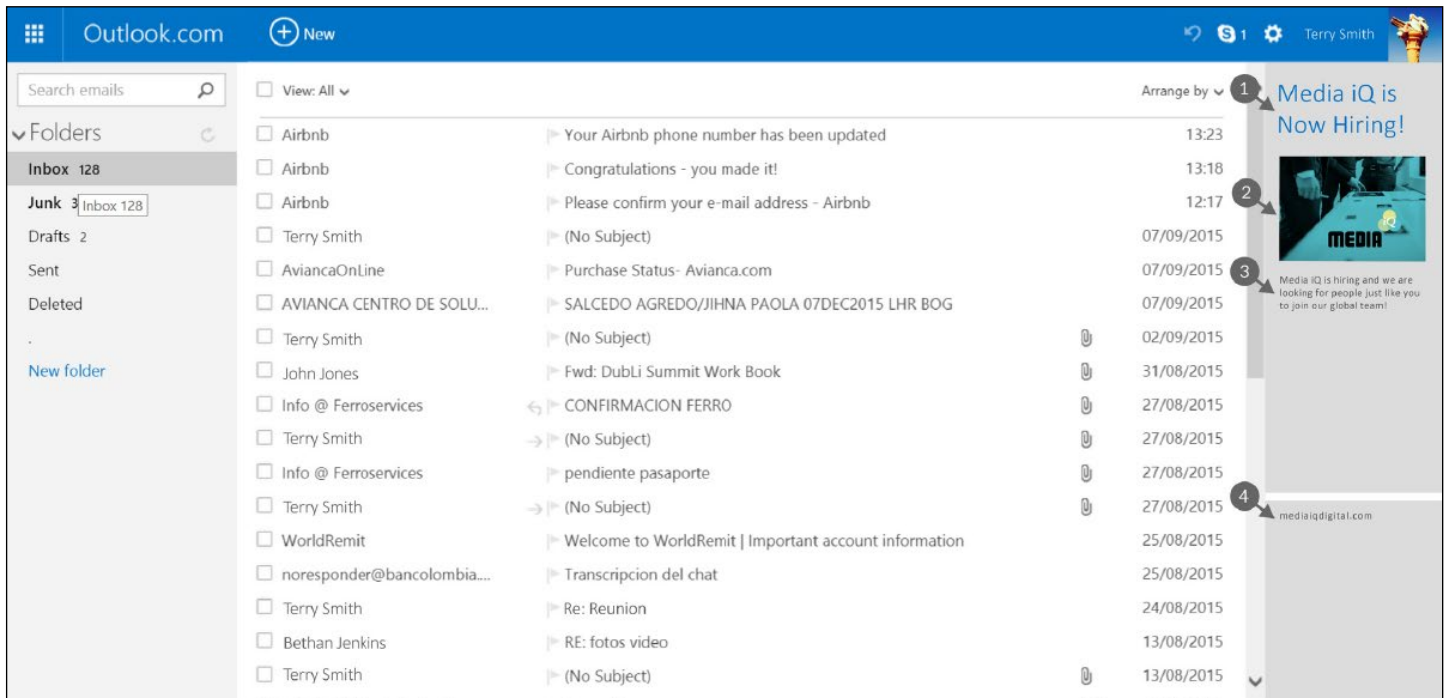
Third party in-stream video ad						
Unit Sizes	File Types		Max File Size	Video Length		Max Frame Rate
	Video	Audio		Maximum	Recommended	
480 x 360 (4:3), 640 x 360 (16:9), 1920 x 800 (5:2) should all be included	MP4, WebM and FLV must all be included	MP3 or AAC preferred	10 MB	30 sec	<15 sec	30 FPS

Companion ad (optional)					
Unit Sizes	File Types		Max File Size	Animation Length	Max Frame Rate
	Image	Flash			
300 x 250 300 x 60	Static GIF, JPG, or PNG	SWF with backup GIF or JPG	50 KB	30 sec	24 FPS

- Third-party in-stream ads and their companion banner ads must be served via a linear VAST tag
- Media iQ currently supports VAST 2.0. IAB specifications for VAST 2.0 can be found here:
 - http://www.iab.net/media/file/VAST-2_0-FINAL.pdf
- For each video ad served in the VAST tag, there needs to be a minimum of 3 separate nodes included – one for each of the following video formats: MP4, WebM and FLV. Other formats can be included, but may not be used
- Consistent <AdSystem> node value: please be sure that all of your VAST tags include a specific consistent value for your company in the <AdSystem> node in the VAST XML
- Unique Ad id value: each VAST tag generated should include a unique value for the “id” attribute in the node. Two different VAST tags should not have the same Ad id value. For instance:
 - VAST tag 1: <Ad id="3947179">
 - VAST tag 2: <Ad id="8741831">
- Each VAST XML document should contain all the following attributes:
 - Duration of the video: the duration information for the creative should be defined (in seconds)
 - Skippable attribute:
 - » we recommend providing both a skippable and a non-skippable version of each VAST tag
 - » if only one creative can be provided, we recommend videos over 20 seconds to be skippable and videos under 20 seconds to be non-skippable
 - https:// prefixes for all URLs: all URLs inside the VAST document are prefixed with https:// and can serve on secure inventory
- Audio is not allowed for companion ads
- VAST wrappers
 - No more than one VAST wrapper redirect to one VAST In-Line is permitted
 - Supported tracking events (wrapper may include more than one node per each event):
 - » start » mute
 - » firstQuartile » unmute
 - » midpoint » pause
 - » thirdQuartile » resume
 - » complete

3 OUTLOOK CREATIVE SPECS

3.1 OUTLOOK VERSATILE CREATIVES



No.	Element	Required?	Description
1	Headline	Yes	<p>The headline for the Outlook versaTile creative</p> <ul style="list-style-type: none"> The headline must be maximum 25 characters including spaces The headline must not contain newline characters The headline must not include 2 consecutive punctuation marks The headline must not consist entirely of capital letters The headline must not start with punctuation The headline must not include double spaces The headline must not include more than 2 consecutive 1 character words The headline must not include special characters like < > * \ ^ ~ _ = { } [] £
2	Image	Yes	<p>The image for the Outlook versaTile creative</p> <ul style="list-style-type: none"> The image must be JPG, PNG or GIF The image must be 100 x 72 pixels The image must not be Flash The image must not include any animation The image file size must be maximum 40 KB

(continued)

No.	Element	Required?	Description
3	Description	Yes	The description for the Outlook versaTile creative <ul style="list-style-type: none"> The description must be maximum 90 characters including spaces, with no word having more than 20 characters The description must not contain newline characters The description must not include 2 consecutive punctuation marks The description must not consist entirely of capital letters The description must not start with punctuation The description must not include double spaces The description must not include more than 2 consecutive 1 character words
	Landing Page URL	Yes	The URL where users will be redirected when they click the Outlook versaTile creative <ul style="list-style-type: none"> The URL must be maximum 1024 characters The URL must begin with "http://" or "https://" The URL must not contain newline characters
	Impression Tracking Pixel	No	Custom impression tracking pixels to serve with the Outlook versaTile creative <ul style="list-style-type: none"> The pixel must be maximum 1024 characters The pixel must be secure (HTTPS) and contain a valid SSL/TLS certificate The pixel must not contain newline characters
4	Flex Tile Label	No	The optional, additional description for the Outlook versaTile creative. Clicking on this label redirects users to the Landing Page URL <ul style="list-style-type: none"> The Flex Tile Label must be maximum 20 characters The Flex Tile Label must not contain newline characters

- The Outlook versaTile creative is available in all markets except USA

3.2 OUTLOOK SKYSCRAPER CREATIVES

- Creative size must be 160 x 600
- Creative must be SSL-compliant
- Audio is allowed on user-click only
- Animation is allowed
- See **Technical Specifications** on page 2 for additional requirements