



## Audience Marketplace Ad Specifications

Placement	Creative Size	Format	Max Expandable Size (3rd Party Served)	Expandable Direction	Max Initial File Load Size	Audio	Maximum Animation Length	Maximum Looping	Notes
<b>Desktop Display Ads</b>									
Standard Leaderboard	728x90	GIF, JPG, Flash*, Rich Media, 3rd Party Vendor	728x315	Down	40k	User initiated on click	:15 max	3 loops max	Expandable must be roll-on/roll-off OR click to expand/collapse Third Party Tag Required
Standard Poster	300x250	GIF, JPG, Flash*, Rich Media, 3rd Party Vendor	600x250	Left	40k	User initiated on click	:15 max	3 loops max	Expandable must be roll-on/roll-off OR click to expand/collapse Third Party Tag Required
Skyscraper	160x600	GIF, JPG, Flash*, Rich Media, 3rd Party Vendor	600x600	Left	40k	User initiated on click	:15 max	3 loops max	Expandable must be roll-on/roll-off OR click to expand/collapse Third Party Tag Required
<b>Mobile Display Ads</b>									
Smartphone	320x50	GIF, JPG, PNG	n/a	n/a	15k	n/a	:15 max	3 loops max	Ad should click through to a mobile optimized website or landing page.
Smartphone	300x250	GIF, JPG, PNG	n/a	n/a	30k	n/a	:15 max	3 loops max	
Tablet	300x250	GIF, JPG, PNG	n/a	n/a	30k	n/a	:15 max	3 loops max	Ad should click through to a tablet optimized website or landing page.
Tablet	728x90	GIF, JPG, PNG	n/a	n/a	30k	n/a	:15 max	3 loops max	
<b>Video Ads</b>									
Desktop Video Pre-roll	16:9 aspect ratio	.mp4, VAST/VPAID certified	n/a	n/a	100MB	Host initiated	:15 or :30 max	n/a	Optional 300x250 companion banner may be included (40k max file size)
Smartphone/Tablet Video Pre-roll	16:9 aspect ratio, 400 kbps max	.mp4 only	n/a	n/a	2.2MB	Host initiated	:15 or :30 max	n/a	n/a

### \* Flash Requirements

- All flash ads require a backup .gif or .jpg per file size
- Flash (SWF) files will be converted to HTML5 via Google's Swiffy converter
- We support Flash version 10.1 and lower
- Flash ads must be submitted as complete .swf files with a clickTAG already in place. Please note, the clickTAG variable is case sensitive.