

3RD PARTY

STANDARD ADS

& RICH MEDIA

TECHNICAL

SPECIFICATIONS

e^xponential

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	Leaderboard	MPU	Wide skyscraper	Half Page
Dimensions	728x90	300x250	160x600	300x600
Image Ad File Types	GIF, JPG, PNG	GIF, JPG, PNG	GIF, JPG, PNG	GIF, JPG, PNG
HTML Ad File Types	HTML, CSS, JS, JPG, PNG, GIF	HTML, CSS, JS, JPG, PNG, GIF	HTML, CSS, JS, JPG, PNG, GIF	HTML, CSS, JS, JPG, PNG, GIF
Maximum Initial File Size	150 KB	150 KB	150 KB	150 KB
Animation	15 seconds, 3 loops maximum			
Audio	User initiated by click (mute / unmute button)			
Max Frame Rate	24 fps	24 fps	24 fps	24 fps
Backup image file size (GIF)	20 KB	20 KB	20 KB	20 KB

3RD PARTY RICH MEDIA

Basic rich media ads that can offer larger and richer experiences with advanced interactive features.

	Custom Pushdown	IAB Pushdown	Billboard (standard or expandable)	Custom Sidekick	IAB Sidekick	Filmstrip
Dimensions	728x90	970x90	970x250	160x600	300x250	300x600
Maximum Expanded Dimensions	728x420	970x420	970x540	850x700	850x700	---
Expansion Direction	Down / Up	Down / Up	Down / Up	Left / Right	Left / Right	Left / Right
Max Initial File Size	60KB	60KB	60KB	60KB	60KB	60KB
Subsequent Max Polite Load	110KB	110KB	110KB	110KB	110KB	110KB
Max User Initiated Load – Creative Files	2.2 MB	2.2 MB	2.2 MB	2.2 MB	2.2 MB	2.2 MB
Max User Initiated Load Including Video	10 MB	10 MB	10 MB	10 MB	10 MB	10 MB
Backup Image File Size (GIF)	40 KB	40 KB	40 KB	40 KB	40 KB	40 KB
Banner Animation	15 seconds, 3 loops maximum					
Expansion	User initiated by click or by 3-second minimum mouseover. No auto-expansions permitted					
Retraction	Ad must include a prominent close button and close upon click					
Audio	User initiated by click or 3-second mouseover. Must include mute/unmute button					
Video	User initiated by click or by 3-second mouseover. Must include pause/stop and mute buttons					
Video Format	.mp4	.mp4	.mp4	.mp4	.mp4	.mp4
Max Frame Rate Video & Animation	24 fps	24 fps	24 fps	24 fps	24 fps	24 fps



ADDITIONAL SPECIFICATIONS

- We prefer HTML5 instead of Flash
- For file weight calculation, all files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format.
- In case of multiple clickTags, extra clickTags should be named with suffix from 1 to n in continuation. `getURL(_root.clickTag, "_blank");` Sample:clickTag1, clickTag2, clickTag3.... clickTagN
- Loading files from cross domains is not permitted
- A clickable AdChoices icon will be added to all ads
- All creative are subject to approval by Exponential

Approved 3rd Party Vendors:

- DoubleClick, FlashTalking, Pointroll, Sizmek (formerly Mediamind), Spongecell

THIRD PARTY IN-STREAM ADS

VPAID 2.0

Non-interacted ad duration	up to 30 seconds without user interaction, after which time ad must unload
Extended ad duration	unlimited, user-initiated by click or by 1-second minimum mouseover
Close button	All extended or expanded ads must include a prominent close button and unload upon click
Flash ActionScript version	Flash AS3 creative required
Tracking tags	Pixels and tags must be SSL compliant (HTTPS)

VAST 2.0

Video duration	up to 30 seconds
Required formats	MP4, WebM, and FLV
Required bitrates	768 kbps and 385 Kbps for each format
Tracking tags	Pixels and tags must be SSL compliant (HTTPS)

Exponential reserves the right to request changes to ensure all creative is compliant with our specifications and/or offers a positive user experience. If you're unsure about a concept please submit it to an Exponential representative for review.

