

STANDARD

EXPONENTIAL

CREATIVE

SPECIFICATIONS

2017

e^xponential

CONTENTS

- 5 Creative Checklist
- 6 Pre-Roll In-Stream
- 7 Pre-Roll Mobile
- 8 Standard lab Banner Tablet
- 9 Standard lab Banner Smartphone
- 10 Non-Expanding Adhesion

ex

COALITION FOR BETTER ADS

We fully support the initiative to improve users' overall experience in the world of online advertising, including building ads that observe the Initial Better Ads Standards.

As you can see from our creative ad specs, the ads that we build and run for our clients are all compliant as per the [Initial Better Ads Standards](#) (i.e. we do NOT run ANY of the least preferred ad experiences in desktop or mobile web environments).



CREATIVE CHECKLIST

What we need from you

✓ Videos

- ✓ Layered, hi-res or vector image source files (PSD | AI)
- ✓ Vector logo (EPS or AI preferred | PNG | JPG or PSD OK)
- ✓ Fonts (OTF and WOFF | licensed)
- ✓ Click-through URLs
- ✓ Third party tracking (for both HTTP and HTTPS protocols)

✓ Timeline

- Please allow 1-3 business days for trafficking, testing, and launch. Additional time may be required when working with 3rd party pixels.
- Your dedicated Account Manager is available to provide timelines specific to your campaign.

✓ AdChoices

- AdChoices is an industry standard icon  that links people to information and control over how data about their interests is used to offer them more relevant advertising.
- Exponential places AdChoices in ads that run in the US and Europe. The icon is displayed in a corner of the ad, typically the top right or left.
- You can learn more by visiting <http://youradchoices.com/> or <http://www.youronlinechoices.eu/>.

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

PRE-ROLL IN-STREAM

Similar to traditional TV commercials, Pre-Roll ads run prior to online video. Videos play for up to 30 seconds and can optionally include a polite close button or an invitation to click to watch longer.



Video:

For the highest quality video output, please provide Exponential with the following

Video length:	10 to 30 seconds; long form videos up to 5 minutes (viewing past 30 seconds requires opt-in)
Aspect ratio:	16:9
Minimum video resolution:	1280x720
Max frame rate (fps):	30
Minimum bit rate:	2000 Kbps
Video codecs:	H.264 (recommended) MPEG-4 QuickTime AVI Windows Media
Audio codecs:	MP3 or AAC
Video file types:	MP4 (recommended) MOV MPEG WMV AVI
Number of videos:	1
Close button:	Upper right hand corner (optional)

PRE-ROLL MOBILE

Similar to traditional TV commercials, Mobile Pre-Roll ads run prior to online video and can be up to 30 seconds in length.

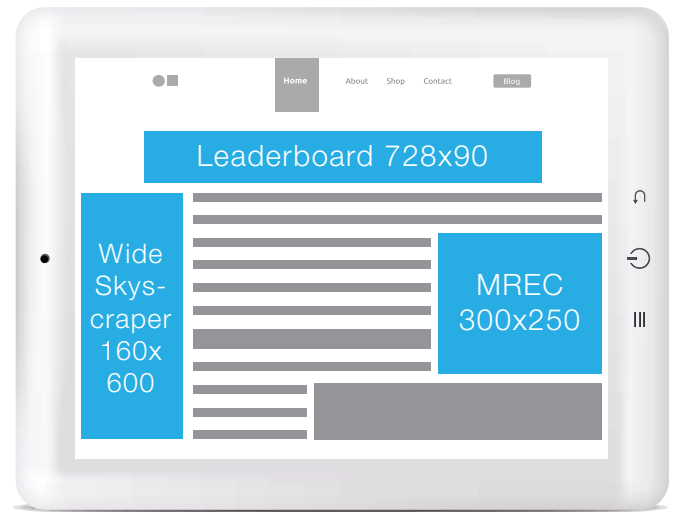


Video:

For the highest quality video output, please provide Exponential with the following

Video length:	:10 to :30 seconds
Aspect ratio:	16:9
Minimum video resolution:	1280x720
Frame rate (FPS):	30
Minimum bit rate:	2000 Kbps
Video codecs:	H.264 (recommended) MPEG-4 QuickTime AVI Windows Media
Audio codecs:	MP3 or AAC
Video file types:	MP4 (recommended) MOV MPEG WMV AVI
Number of videos:	1

STANDARD IAB BANNER



- Standard IAB banners offered as either static or animated (GIF or HTML5) placements

For the highest quality output, please provide Exponential with the following

Leaderboard:

Banner Dimensions:	728x90
Banner Weight:	<200 KB

Medium Rectangle (MREC):

Banner Dimensions:	300x250
Banner Weight:	<200 KB

Wide Skyscraper:

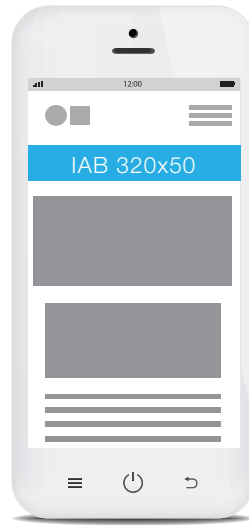
Banner Dimensions:	160x600
Banner Weight:	<200 KB

Technical Specifications:

Lead time:	2 business days
Assets Accepted:	Corporate logos, brand guidelines, key visuals, copy and taglines
Images:	PSD EPS JPG GIF TIFF AI INDD
Fonts:	(OTF and WOFF licensed)

STANDARD IAB BANNER

(SMARTPHONE)



- Standard IAB banners offered as either static or animated (GIF or HTML5) placements

For the highest quality output, please provide Exponential with the following

Smartphone:

Banner Dimensions:	320x50
Banner Weight:	<50 KB

Technical Specifications:

Lead time:	2 business days
Assets Accepted:	Corporate logos, brand guidelines, key visuals, copy and taglines
Images:	PSD EPS JPG GIF TIFF AI INDD
Fonts:	(OTF and WOFF licensed)

NON-EXPANDING ADHESION

(TABLET)

The Adhesion Banner is a mobile-first ad format that delivers constant awareness and a better way for brands to connect with their audience. This video-enabled rich-media adhesion unit provides approximately 10% share of screen with non-intrusive ad viewability.

All adhesion banners employ responsive and are produced and delivered at no charge.



For the highest quality output, please provide Exponential with the following

Tablet:

Banner Dimensions:

768x90 Portrait | 1024x90 Landscape

Banner Weight:

<50 KB

Video:

5 second loop

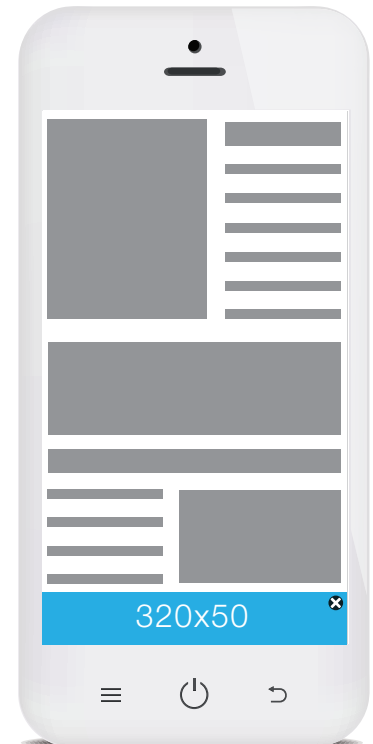
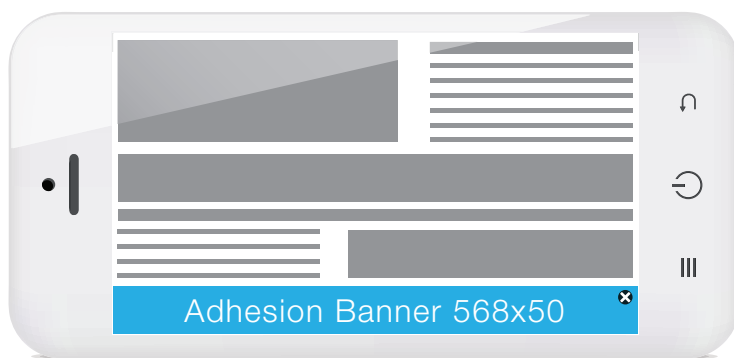
Close Button:

20x20 in upper right or left hand corner

NON-EXPANDING ADHESION (SMARTPHONE)

The Adhesion Banner is a mobile-first ad format that delivers constant awareness and a better way for brands to connect with their audience. This video-enabled rich-media adhesion unit provides approximately 10% share of screen with non-intrusive ad viewability.

All adhesion banners employ responsive and are produced and delivered at no charge.



For the highest quality output, please provide Exponential with the following

Smartphone:

Banner Dimensions:	320x50 Portrait 568x50 Landscape
Banner Weight:	<50 KB
Video:	5 second loop
Close Button:	20x20 in upper right or left hand corner

