

CUSTOM FORMAT

EXPONENTIAL

CREATIVE

SPECIFICATIONS

2017

e^xponential

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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
- ✓ Design elements
- ✓ Brand & style guidelines
- ✓ Layered, hi-res or vector image source files (PSD | AI)
- ✓ Vector logo (EPS or AI preferred | PNG | JPG or PSD OK)
- ✓ Creative direction for custom features and interactions (Storyboards to cocktail napkin sketches)
- ✓ Approved ad copy
- ✓ Fonts (OTF and WOFF | licensed)
- ✓ Click-through URLs
- ✓ Third party tracking (for both HTTP and HTTPS protocols)

- ✓ **Timeline**
 - 1-4 business days average turnaround time from receipt of all assets and instruction. Additional time may be necessary depending on complexity of the execution.
 - 1 business day for each revision.
 - Please allow 1-2 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/>.

CUSTOM EXPANDABLE ADHESION

(SMARTPHONE)

Upon interaction the adhesion banner expands to a full-screen custom experience that drives awareness and maximizes brand engagement. Bespoke and template options are available to fit branding and drive user interaction.

- Non-intrusive ad viewability
- Banner turns translucent or disappears when the user scrolls and reappears when they stop
- 20x20 pixel close button with larger invisible hot spot included in the upper right or left hand corner
- Supports video for maximum engagement
- TrueClick technology minimizes accidental expansions



Smartphone

Banner Dimensions:

320x50 Portrait | 568x50 Landscape

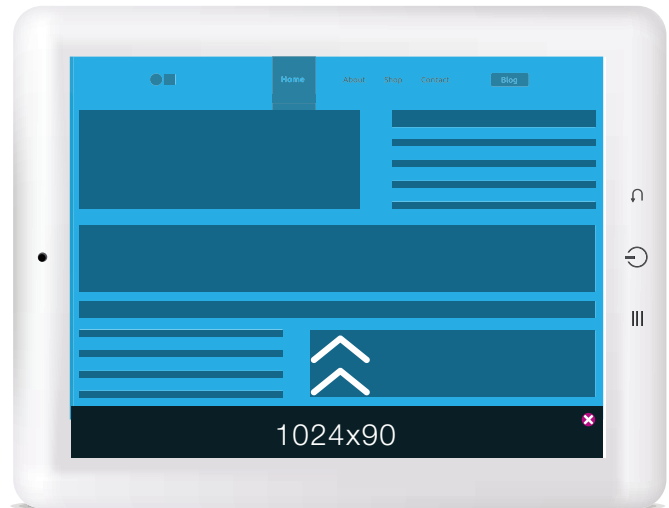
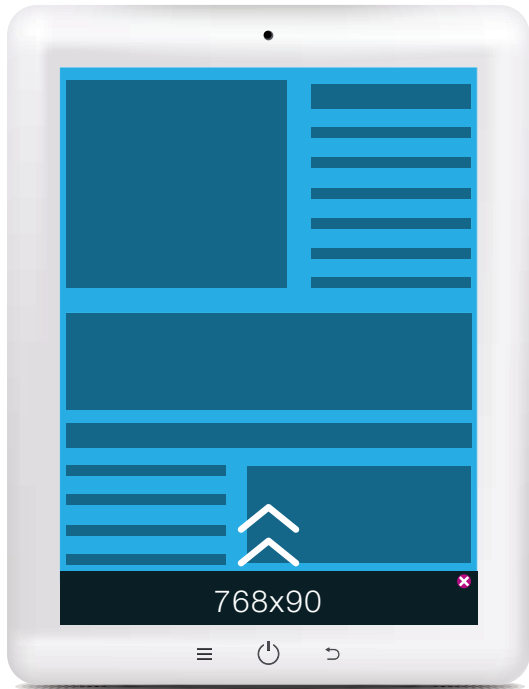
Expanded Dimensions:

320x460 Portrait | 568x232 Landscape

Video:

5 second loop

CUSTOM EXPANDABLE ADHESION (TABLET)



Tablet

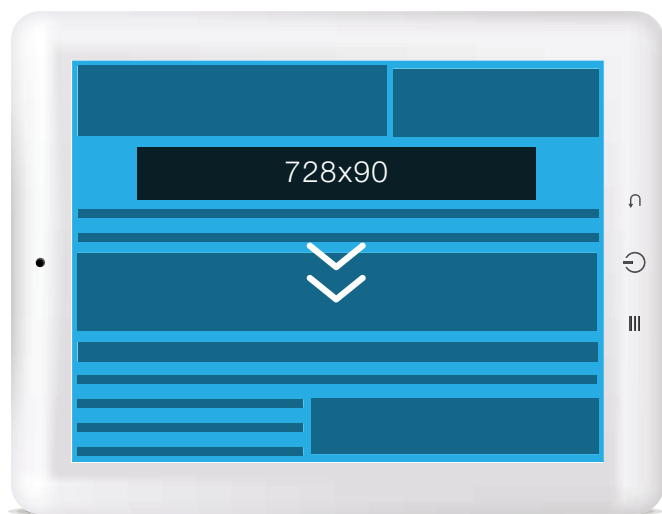
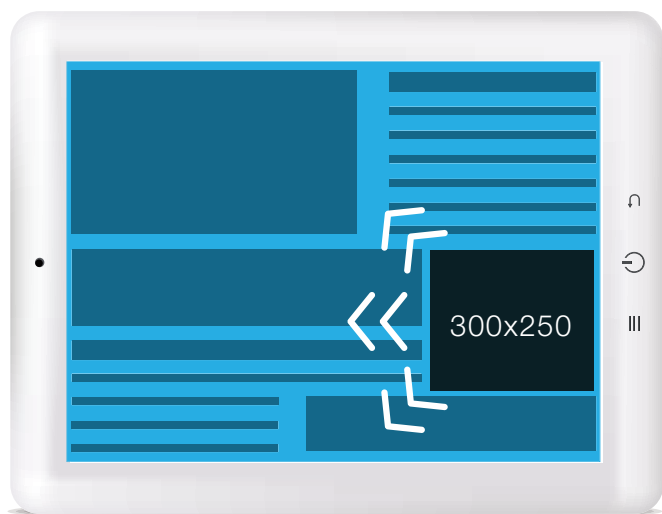
Banner Dimensions:	728x90 Portrait 1024x90 Landscape
Expanded Dimensions:	768x928 Portrait 1024x672 Landscape
Video:	5 second loop

Technical Specifications

Video Length:	15 to 60 seconds recommended
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:	Up to 5

EXPANDABLE IAB BANNER

(TABLET)



Tablet

Banner Dimensions:	728x90 Leaderboard 300x250 MREC
Expanded Dimensions:	768x928 Portrait 1024x672 Landscape
Video:	5 second loop

