

BALANCE THE GRIND - DIGITAL ADVERTISING SPECIFICATIONS

AD UNIT NAME	DIMENSIONS	MAX FILE SIZE	FORMAT	ANIMATION	DEADLINE
Home page Leaderboard	1200px W x 400px D	Max 150KB	HTML5, GIF, JPG, PNG*	Yes	3 Business days prior
MREC	160px W x 600px D	Max 150KB	HTML5, GIF, JPG, PNG*	Yes	3 Business days prior
Half Page	300px W x 600px D	Max 150KB	HTML5, GIF, JPG, PNG*	Yes	3 Business days prior
EDM Banner	800px W x 400px D	Max 150KB	HTML5, GIF, JPG, PNG*	Yes	3 Business days prior

Key creative specifications

HTML5 Ad Specifications Notes

A HTML5 Standard banner is defined as a basic banner with single click through with contained behaviour. Anything beyond this is considered Rich HTML5.

Max File Size includes all ad assets such as HTML, CSS, JS & images. Shared libraries that are hosted by approved 3rd Party Vendors are not included in the Max File Size. Contact your vendor representative for a list of supported libraries.

A backup image is required to display for unsupported environments, such as older versions of IE.

Maxfile size 150KB shared library files.

Approved HTML5 Ad host vendors

Google DoubleClick

Recommended HTML5 Development Tools

Google Web Designer

HTML5 Recommendations

- It's recommended that additional content such as CSS, JS, images, etc, be politely loaded, including shared libraries.
- At this time, it's preferred to use internal CSS Style Sheets within the <HEAD> of your HTML code.
- Use CSS for animations where possible.
- To reduce file sizes, please consider using:
 - HTML, JS & CSS code minifiers.
 - Sprites, SVG or compressing images using 'Save for Web'.
 - Web fonts. Consider only loading the characters that the creative is using.

Backup 'non-flash' file (JPG or GIF) must accompany every ad.

Rich Media must be served third party

Rich Media Guide

Rich media creatives are interactive, highly engaging ad formats, usually combining a number of technologies, such as HTML5, video etc. Typical rich media executions are full page adverts, expanding ads, video rectangles and transitional. Rich media creative may include click initiated sound, video and data-capture forms etc.