

Adconion General Creative Requirements

Creative Processing Turnaround Times SLA	
Turnaround Time	Creative Type
24 hours IF creative meets specs	GIF, JPEG, HTML, 3rd Party Served, JavaScript
32 hours IF creative meets specs	Flash

Linking URLs must be domain name based and cannot be the IP address.

Borders: creative must have a border defined.

For Javascript, IFrame and HTML creatives, a placeholder is required (e.g. click=[Adconion ClickTag]), to allow integration of an Adconion click tag.

Backup Image: All Flash creatives require the use of a backup image in the event a user does not have the Flash player installed. This is simply a .gif or .jpg image that is the same dimensions as the Flash creative that may be used instead of the Flash file.

Flash Action Script: the naming of the “clickTag” variable is case sensitive. To maximize the number of internet users able to view your rich media ad, Adconion recommends saving your files as Flash 8.

HTML Creatives:

- HTML code cannot exceed 3k
- 2 images maximum, total file size of images cannot exceed 20k
- Client-side image maps are acceptable and must be provided by the client
- Forms tags in HTML code must use "get" in the method
- CGIs referenced in the HTML code must be active at the time of ad submission for validating/testing the ad HTML code
- CGIs should be able to handle the traffic load
- Ads with CGIs which are not active and/or cannot handle the projected traffic will not be accepted
- All the creatives provided must have a defined border

Pop-unders:

- Pop-under cannot open another window, prompt, or exit
- Pop-under window cannot focus itself
- Should be clearly labeled with the name of the network / Advertiser - Publisher - Browser Type (if applicable)
- The use of audio requires approval

Creative Specs for “Monster” in page ad unit:

- Image Types: GIF, JPEG, Flash
- Max File Size: Standard creative – 30k; Flash – 40k
- Width: 425; Height: 600
- Animation Allowed: Yes
- Animation Time: 15-second limit
- Audio: No
- Alternate Text: 30 characters

Adconion General Creative Specifications

IAB Ad Unit	Initial Dimensions	Expanded Dimensions	Expansion Direction	AMG Served File Size		Third Party File Size				
				GIF/JPG	SWF	GIF/JPG	SWF	Flash*	Audio [†]	Video [†]
Leaderboard	728 x 90	728 x 315	Down	40k	40k	40k	40k	40k & 100k	YES	YES
Medium Rectangle	300 x 250	500 x 250	Down or left	40k	40k	40k	40k	40k & 100k	YES	YES
Wide Skyscraper	160 x 600	300 x 600	Left	40k	40k	40k	40k	40k & 100k	YES	YES
Skyscraper	120 x 600	300 x 600	Left	40k	40k	40k	40k	40k & 100k	YES	YES
Full Banner	468 x 60	468 x 150	Down	40k	40k	40k	40k	40k & 100k	YES	YES
Half Banner	234 x 60	NA	NA	30k	30k	30k	30k	NA	YES	YES
Half Page Ad	300 x 600	NA	NA	40k	40k	40k	40k	40k & 100k	YES	YES
Vertical Banner	120 x 240	NA	NA	30k	30k	30k	30k	30k & 100k	YES	YES
Pop under	Max. 720 x 400	NA	NA	50k	50k	50k	50k	40k & 100k	YES	YES
Monster	425 x 600	NA	NA	40k	40k	40k	40k	40k & 100k	YES	YES
Rectangle	180 x 150	NA	NA	30k	40k	30k	40k	NA	YES	YES

* Recommended to publish creative for Flash 8 and up. Content compliance and restriction apply.

[†] Animation length should be 15 seconds max. Frame rate should be between 18-21 frames per second. Looping/re-plays must be user-initiated after the initial 15 second animation. If audio is used, creative must include a mute button or automatic on/off toggler.

- All audio must be click-initiated by the user
- Animation and audio may not exceed 15 seconds
- Click-through landing page must open into a new browser window
- Panels may only expand upon a user's mouse over or click
- Must have control = "Close X"
- Must have mouse-off panel retraction
- Video duration: 30 seconds max.
- Flash File Weight – 40k – Expanded – 100k
- All Flash creative submissions should have an accompanying default graphic

Please Note: Any element NOT meeting spec will be returned for revision, which may delay the expected live date. Creatives that should start on a Monday morning must be received by the end of the business day the previous Thursday by 4pm (GMT).