

DIGITAL ADVERTISING GUIDELINES



RICH MEDIA

AD SPECIFICATIONS

AD FORMATS	SIZE	PLATFORMS	AVAILABLE FOR	DELIVERY FORMATS	MAX INITIAL FILE LOAD SIZE	SUBSEQUENT MAX POLITE FILE LOAD SIZE	ANIMATION/ VIDEO GUIDELINES (SEE VIDEO NOTES BELOW)	AUDIO INITIATION	Z-INDEX RANGE	UNIT-SPECIFIC NOTES (SEE GENERAL AD REQUIREMENTS BELOW)	MINIMUM REQUIRED CONTROLS
Pushdown	970x90 extends to 970x415	desktop web, tablet web	direct	3rd party tags	200kb	300kb	<p>Minimum 24 fps for video</p> <p>User Initiated: 10 sec max length (without video option)</p> <p>Auto Initiated: 10 sec max (Auto-close after 10 sec if without video option)</p> <p>1.1 MB additional file size allowed for host-initiated video</p> <p>Unlimited file size for user-initiated video</p>	Must be user initiated (on click: mute/un-mute): default state is muted	0-4,999	Expanding Pushdown ad units "push" page content down rather than expanding over page content. Should auto-close after full animation or video is shown	Close button on expanded pushdown, initiated by click Uninitiated expanded panel closes automatically and collapsed ad provides expand button that can be initiated with a rollover Video must include: Play. Pause. Mute (volume control to zero (O) output may be included instead of or in addition to Mute control) Other controls dependent on modules used. See style guide for control details, styles and specifications 'Rollover to expand' as the call to action is recommended."
Overlay	Desktop: 450x450 Mobile: 320x350	desktop web, tablet web, mobile web	direct	Jpeg and 3rd party tags	200kb	300kb	<p>video not allowed</p> <p>User Initiated: 10 sec max length (animation option)</p> <p>Auto Initiated: 10 sec max (Auto-close after 10 sec)</p>		2,000,000 - 2,999,999	<p>Label = "Advertisement"</p> <p>Font= Bpt (11px) by 16pt (21 px) "Close x: control required on expanded content. font= Bpt (11px) by 16 pt (21 px) Overlay ad will not hinder any existing ad slots Should auto-close after full animation.</p>	<p>EFFECTIVE SERVING OF OVERLAY BANNER ON MOBILE DEVICES</p> <p>To help reduce the number of accidental clicks on overlay banners displayed on mobile devices, we have enforced the following measures in executing this ad format:</p> <ol style="list-style-type: none"> 1. The outer border or edges of the overlay banner will not be clickable as this areas is most likely where the 'fat finger' clicks happen which results to accidental clicks to the ad. 2. The overlay banner will only be clickable after it is onscreen for 2 seconds. This is meant to allow users to understand what the ad is about before clicking on it. The close button will remain and will be clickable at any point of time.

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Expandable	Base: 300x250 Expands to 600x400	desktop web, tablet web	direct	3rd party tags	200kb	300 KB	Minimum 24 fps for video User Initiated: 10 sec max length (without video option) Auto Initiated: 10 sec max (Auto-close after 10 sec if without video option) 1.1 MB additional file size allowed for host-initiated video Unlimited file size for user-initiated video	Must be user initiated (on click: mute/un-mute}; default state is muted	5,000-1,999,999 (for entire ad unit)	Retract Feature= Rollover Expansion is towards the left which will make the ad hover above the site content	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font= 8pt (11px)- 16pt (21px) Retract Feature= Rollover Video must include: Play. Pause. Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
In-banner video	300x250, 970x250, 300x600	desktop web, tablet web, mobile web	direct		200 KB	100 KB			0 - 4,999	"Maximum video duration is 30 secs"	"Controls = Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)"
in-image (desktop and mobile)		desktop web, tablet web, mobile web	direct	For detailed specs							

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AD SPECIFICATIONS

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UV slider		desktop web, mobile web	direct							For detailed specs	
Streambox		Mobile web	direct							For detailed specs	
Scroller	For detailed specs										
Sticker	For detailed specs										

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GENERAL AD REQUIREMENTS (APPLY TO ALL ADS):

ACCEPTED CREATIVE FORMATS:

3rd party HTML tags, follow the guidelines of this spec sheet.

AUDIO:

Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.

HOTSPOT:

Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio.

DEFINING AD SPACE:

Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).

MAX CPU:

Ad not to exceed 30% CPU usage during host-initiated execution.

SUBMISSION LEAD TIME:

Minimum lead time for ad file submission is 3 days before campaign start.

MAX NUMBER OF HOST-INITIATED FILE REQUESTS:

Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.

HTML5 NOTE:

HTML5 provides introduces new options for developing ads. The IAB has developed "HTML5 for Digital Advertising" (<http://www.iab.net/html5>) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem.

Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.



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GENERAL NOTES:

FILE WEIGHT CALCULATIONS:

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. File weights are calculated after files have been compressed into gzip format (see note 5).

INITIAL FILE LOAD:

Includes all assets and files necessary for completing first visual display of the Ad.

HOST-INITIATED SUBLOAD:

Where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to "listen" for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.

USER-INITIATED FILE SIZE:

Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad, and/or rolling over an ad (or a portion of an ad).

AD FILE COMPRESSION:

Ads should be compressed before being served to a site. The most universally compatible format for file compression in transit over the Internet is gzip.

STYLE GUIDES:

Please reference these updated guidelines for file sizes, and any references to Flash should be disregarded and replaced with HTML5.

VIDEO NOTES:

REQUIRED FOR ADS WITH VIDEO:

Video may omit controls until user initiates interaction. Upon user interaction, video controls must include Play, Pause, Mute or volume control to zero(O) output for videos that expand out of initial ad upon interaction. For auto play videos that play in banner only Mute or volume control to zero(O) is required.

HTML5 VIDEO CONTROLS:

To improve performance and reduce file size, use control attributes in the HTML5 video tag for controls instead of providing custom assets for displaying controls.

ADAPTIVE BITRATE STREAMING:

HTML5 does not support streaming video, but it can simulate a streaming experience using adaptive bitrate streaming technologies such as HLS and MPEG-DASH. Formatting files for adaptive bitrate streaming enables a smoother viewer experience. Adaptive bitrate streaming uses short fragments (2-3 seconds) of the video at different quality levels and stores them in a playlist file such as M3U8. During playback, the player detects bandwidth at the start of each fragment and plays the fragment at the quality level best suited to the bandwidth and player environment. Common protocols for adaptive bitrate streaming include HTTP Live Streaming (HLS) in the US and MPEG-DASH in the EU.

VIDEO CODEC:

Use MPEG-4 (MP4) file formats for H.264-encoded video for a more seamless delivery across devices. The H.264 codec should use a Baseline profile to allow for more diverse execution in systems that range from a cellular connection on a mobile screen to a high-speed cable connection on an HTTP-connect TV screen. For audio, AAC is more widely supported (PCM audio is unsupported in Flash players).

VIDEO FORMAT:

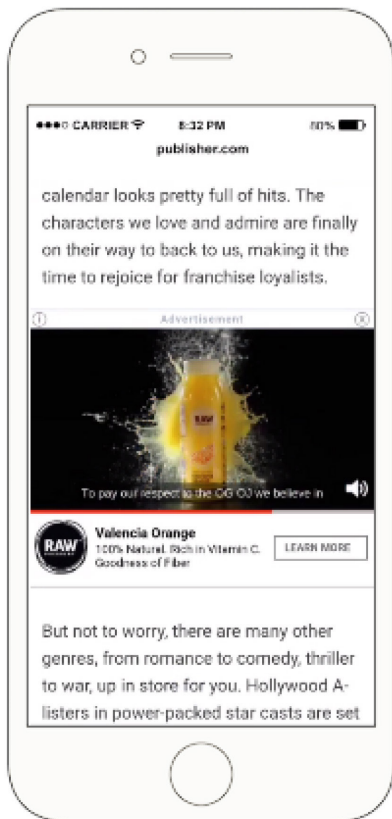
At a minimum, the MP4/H.264 file format should be provided, but alternate files using formats such as WebM and VP8 may also be submitted.

THE MOOV ATOM:

Use the web-optimized setting when encoding the MP4 file, which sets the MOOV (movie) atom at the start of the file.

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- ✓ Embeds video natively within the content
- ✓ Subtitles available
- ✓ Collects user feedback
- ✓ Shareable across social media platforms
- ✓ Companion banner to support video
- ✓ Mobile relevant CTA options - click to call, form submit, etc

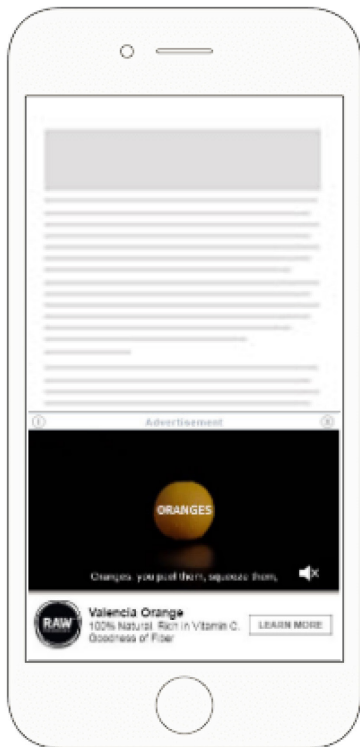
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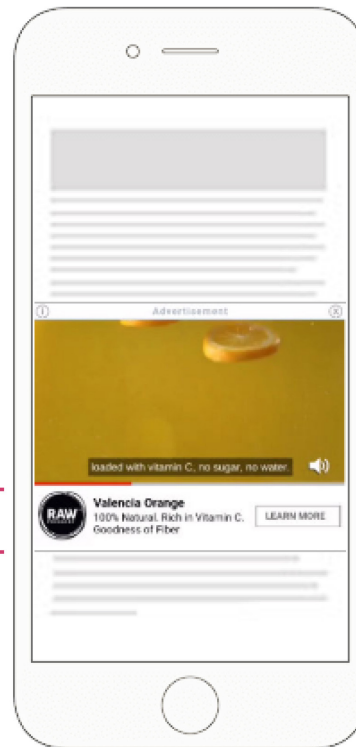
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STREAMBOX

user scrolls



video plays



100
px(companion
banner)

500
px(companion
banner)

Specifications

Videos	MP4 file
Maximum File Size	5 MB
Duration	8/15/30 seconds
Ratio	16:9
Suggested FPS	24
Outbound URL	Provide the advertiser landing page URL
subtitles (optional)	Hard code in the video or provide webVTT(vtt)/SubRip(.srt) file

Note

Mobile webpages are generally black and white, ads with colorful images and background helps engaging a user.

- Do not design cross/close button and the feedback icon. These are added by default to every creative by the system.
- Videos will always be kept on auto-mute for best performance. While subtitles are optional, we recommend adding them.

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STREAMBOX

Required assets	
Fonts	All fonts used in ad unit (OTF, TTF)
High-Res Layered Files	Layered hi-res retina or vector image source files (PSD AI). Source files can be from desktop banners, microsites, print media etc
Images	PSD, AI, TIFF, EPS
Videos	Compressed MP4 file Max. file size: 1 MB Max. duration: 30 secs
Landing Page URL	Provide the advertiser landing page URL or a click tracking URL

Tracking

- 3rd Party Trackers: Accepted
- Impression Tracking (Optional) : 1x1 pixel only
- Click Tracking (Optional) : Click tracking URL only
- Secure/non-secured trackers are required
- Confirm all tracking metrics are working prior to launch of the campaign with your account manager

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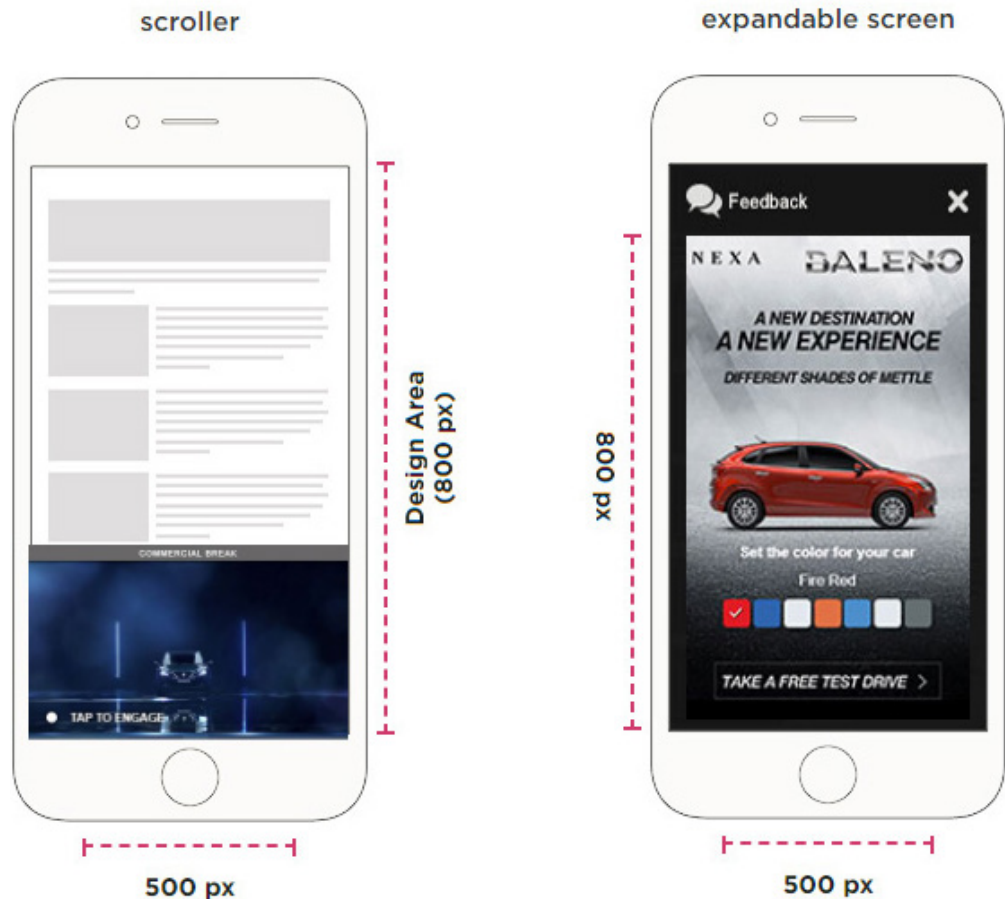
SCROLLER



- ✓ User initiated expandable
- ✓ Integrate mobile sensors and features
- ✓ Seamlessly appears while user scrolls
- ✓ Higher time spent
- ✓ Non intrusive
- ✓ Easy to dismiss
- ✓ User feedback available

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SCROLLER



Specifications

Scroller Dimensions (viewport)	500 x 200
Scroller Dimensions (background)	500 x 800
Expandable Design Area	Up to 500 x 800
Expandable Background	As per concept else black/colour backdrop required to cover the site's contents.
Maximum File Size	150 KB (inclusive of media for Sticker and Expandable)

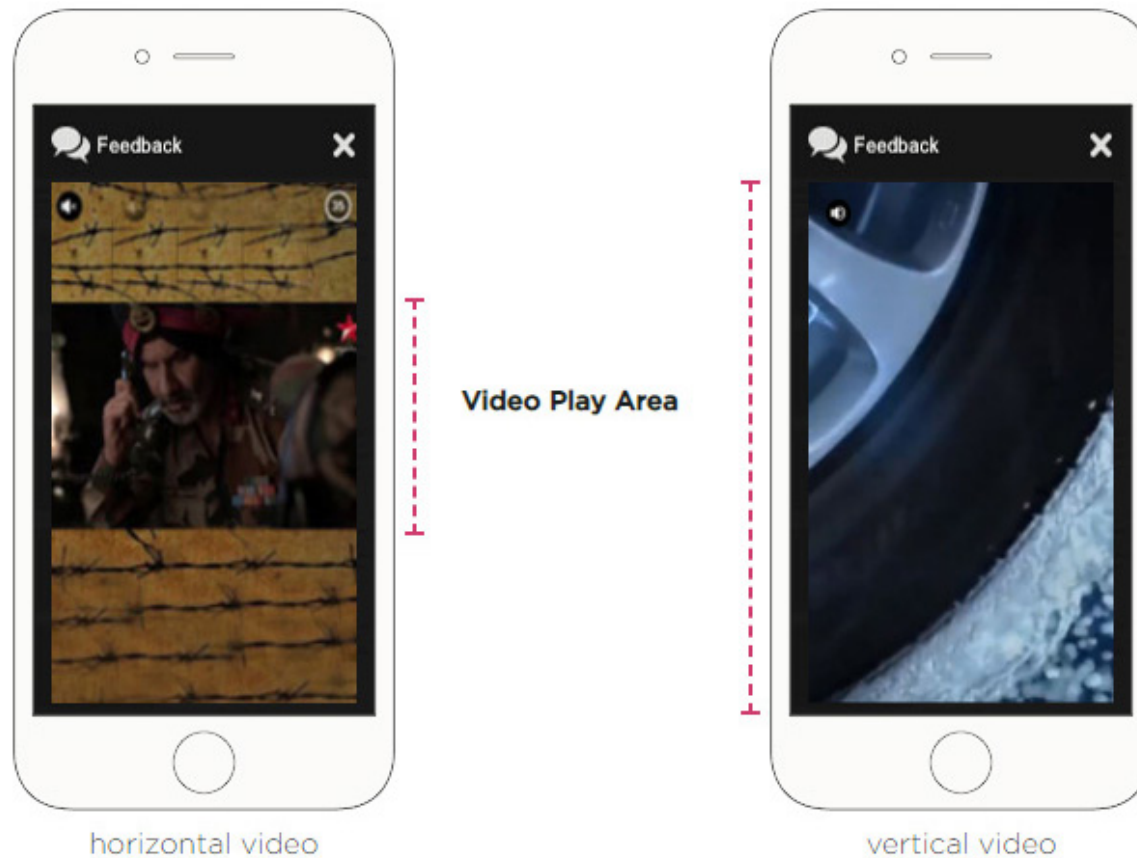
- The Scroller will appear on the screen when user scrolls down on an article. When a user Taps on the Scroller, an expandable banner
- also runs on the banner along with other rich media options.
- Expandable banner is a rich media banner which can use various sensors and features of the phone. In addition to this,
- video creatives can also run on the banner along with other rich media options.

Note: Do not design cross/close button and the feedback icon. These are added by default to every creative by the system.

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SCROLLER

Video



We recommend a Vertical videos for better engagement. If you want to run a YouTube hosted video it can be embedded in the Horizontal Video format. Speak to your account manager if there is a need to convert a Horizontal video to Vertical.

Videos will always be kept on auto-play and auto-mute for best performance, with an exception to videos run via YouTube.

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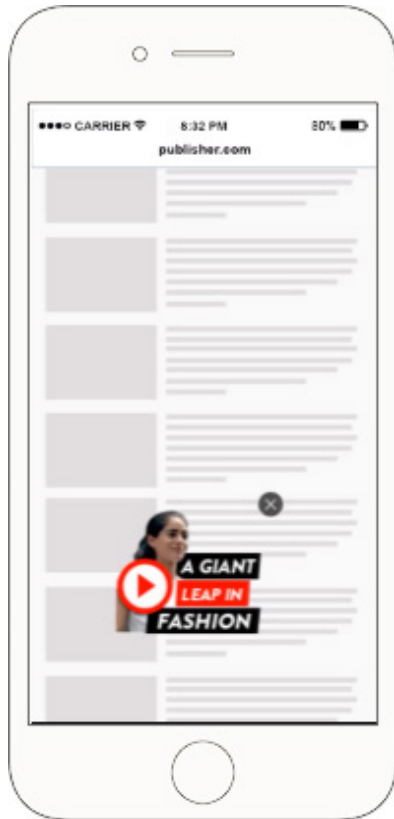
SCROLLER

Required assets	
Fonts	All fonts used in ad unit (OTF, TTF)
High-Res Layered Files	Layered hi-res retina or vector image source files (PSD AI). Source files can be from desktop banners, microsites, print media etc
Images	PSD, AI, TIFF, EPS
Videos	Compressed MP4 file Max. file size: 1 MB Max. duration: 30 secs
Landing Page URL	Provide the advertiser landing page URL or a click tracking URL

Tracking

- 3rd Party Trackers: Accepted
- Impression Tracking (Optional) : 1x1 pixel only
- Click Tracking (Optional) : Click tracking URL only
- Secure/non-secured trackers are required
- Confirm all tracking metrics are working prior to launch of the campaign with your account manager

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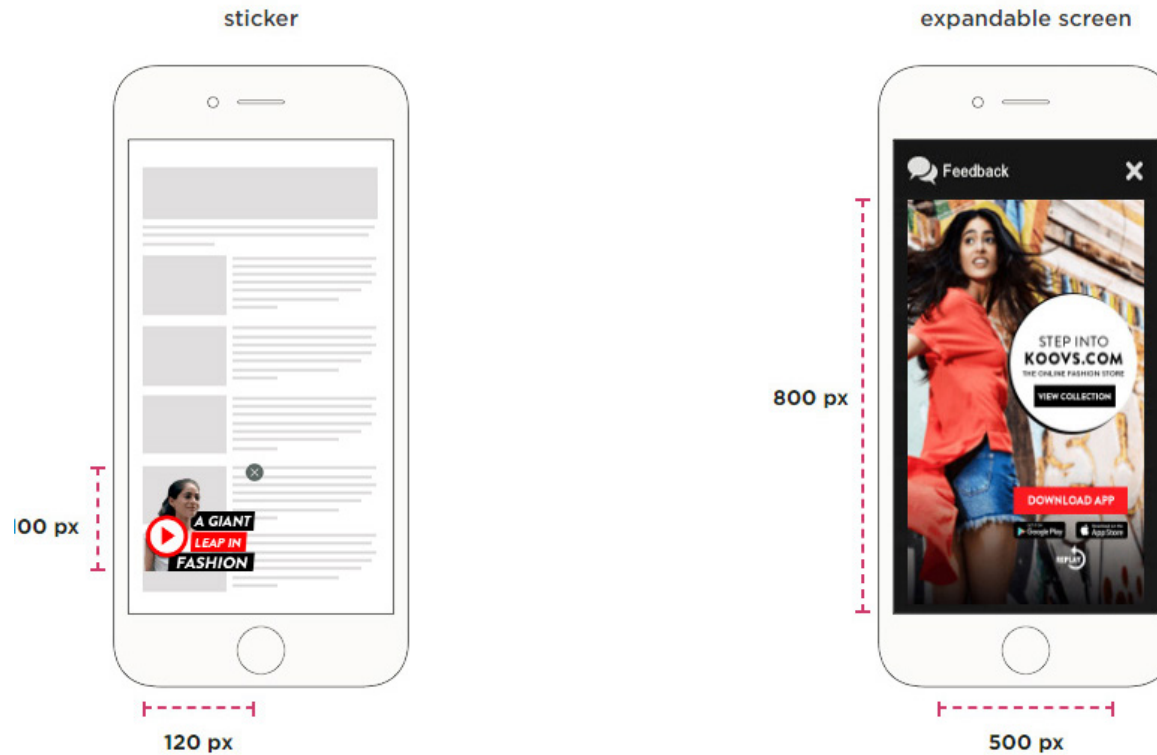
- ✓ User initiated expandable
- ✓ Integrate mobile sensors and features
- ✓ Seamlessly appears while user scrolls
- ✓ Higher time spent
- ✓ Non intrusive
- ✓ Easy to dismiss
- ✓ Sticker

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STICKER

Specifications

Since the expanded part of the ad has the same specifications, it is recommended that you design multiple creatives for the first part (before expansion) of each of these formats.



The Sticker will slide in on the screen when the creative is ready to load on the device. When a user Taps on the Sticker, an expandable banner opens. Expandable banner is a rich media banner which can use various sensors and features of the phone. In addition to this, video creatives can also run on the banner along with other rich media options.

Note: Do not design cross/close button and the feedback icon. These are added by default to every creative by the system.

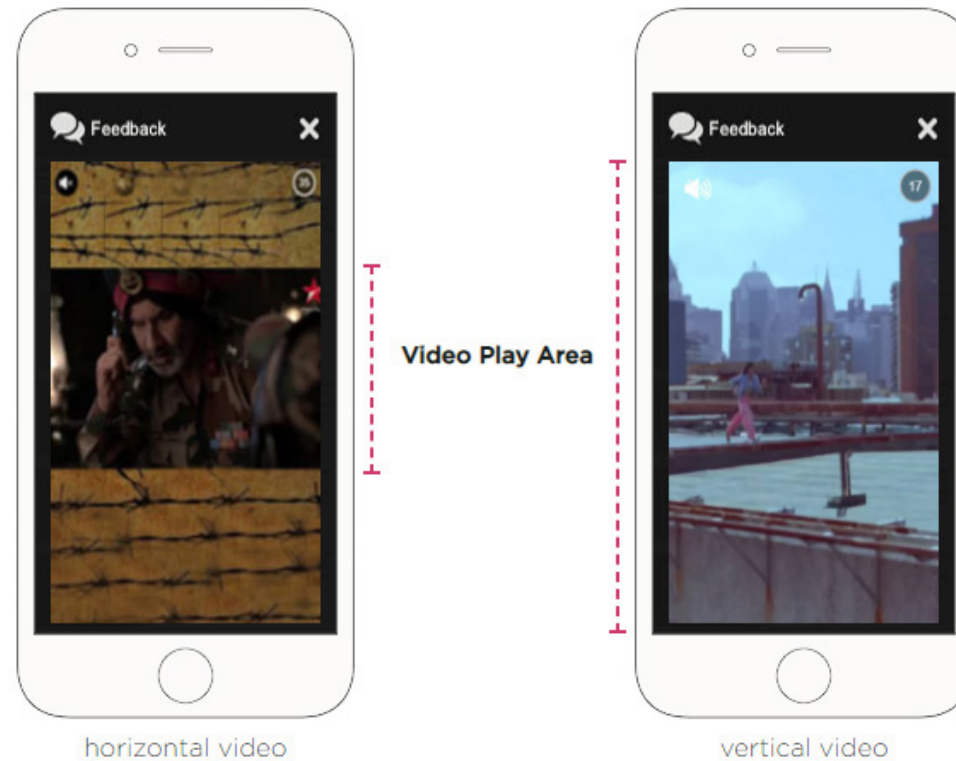
Sticker Dimension	500 x 200
Expandable Design Area	500 x 800
Expandable Background	Up to 500 x 800
Maximum File Size	As per concept else black/colour backdrop required to cover the site's contents.

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STICKER

Video

We recommend a Vertical videos for better engagement. If you want to run a YouTube hosted video it can be embedded in the Horizontal Video format. Speak to your account manager if there is a need to convert a Horizontal video to Vertical. Videos will always be kept on auto-play and auto-mute for best performance, with an exception to videos run via YouTube.



If you want to run a YouTube hosted video it can be embedded as a Horizontal Video format. Videos will always be kept on auto-play and auto-mute for best performance, with an exception to videos run via YouTube.



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STICKER

Required assets	
Fonts	All fonts used in ad unit (OTF, TTF)
High-Res Layered Files	Layered hi-res retina or vector image source files (PSD AI). Source files can be from desktop banners, microsites, print media etc
Images	PSD, AI, TIFF, EPS
Videos	Compressed MP4 file Max. file size: 1 MB Max. duration: 30 secs
Landing Page URL	Provide the advertiser landing page URL or a click tracking URL

Tracking

- 3rd Party Trackers: Accepted
- Impression Tracking (Optional) : 1x1 pixel only
- Click Tracking (Optional) : Click tracking URL only
- Secure/non-secured trackers are required
- Confirm all tracking metrics are working prior to launch of the campaign with your account manager

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AD SPECIFICATIONS: IN-IMAGE (DESKTOP AND MOBILE)

AD FORMAT- HTML5 WITH VIDEO

Impulse Creatives work in two modes, settled and expanded. This document outlines the formats and sizes for each mode.



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AD SPECIFICATIONS: IN-IMAGE (DESKTOP AND MOBILE)

AD FORMAT- HTMLS WITH VIDEO

1. CLICK BEHAVIOR:

Clicking anywhere on either of the units should fire the Click Tag which can be a script or URL redirection to the target landing page. For both Expand and Click behaviors, you can also provide us with separate blocks of the creative HTML (one for settled and one for expanded) and the target landing page URL and the wiring of these can be done by the Impulse platform.

2. EXPAND BEHAVIOR:

When the page loads for the first time for a viewer the expanded banner should always auto-expand for the first time only. Also the direction of the expanded banner should always be upwards from bottom to top. The auto-expand banner will stay in the expanded state for maximum 10 seconds, post which the expanded banner will automatically close and the settled / base banner will be initiated. Clicking on the Expand button in the settled unit, initiates an expand which brings up the creative for the expand unit. The Expand can be achieved through CSS or JavaScript or a combination of both.

Expand Banners should auto-collapse back to settled after playing its animation.

Expand cannot be kept open for more than 10 seconds.

All Expand units should mandatorily have a close button which will collapse the expanded unit back to settled immediately.

3. CLOSE BEHAVIOR:

On settled, the close button should completely remove the creative.

On expanded, the close button should come back to the settled creative.

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AD SPECIFICATIONS: IN-IMAGE (DESKTOP AND MOBILE)

MAINCREATIVE REQUIREMENTS

SPECIFICATIONS	
Format	HTML5 (including CSS/JS) or CIF/JPC
Animation (if any)	10-15 seconds, no looping
Border	Mandatory, 1px solid black
Background	Non-transparent
Creative Weight	100kb (cumulative of all files including HTML)

VIDEO RELATED REQUIREMENTS

SPECIFICATIONS	
Format	MP4 video (encoded with H.264 codec)
Video Duration (video length)	Ideally within 15 -45 seconds, maximum 1 min
Video Weight	Less than 2048 KB i.e. 2 Mega Bytes
YouTube Link	Ideally required

CREATIVE SIZES

SETTLED / BASE CREATIVE SIZE (W X H) PIXELS	EXPANDED CREATIVE SIZE (W X H) PIXELS
400 x 100	400 x200
400 x 90	400 x 180
550 x 90	550 x 180
700 x 90	700 x 180

CREATIVE REQUIREMENTS

Open layered and editable photoshop/ illustrator/ PDF files

All the fonts used for the campaign

The final output HTML banners need to be created through GWD (Google Web Designer)

If there are any modifications that need to be done within the GWD HTML files, we would need the source HTML project files.



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AD SPECIFICATIONS: IN-IMAGE (DESKTOP AND MOBILE)

MANDATORY ELEMENTS

FOR SETTLED UNIT

Expand Button

Close Button

FOR EXPANDED UNIT

Close Button

Note: The buttons stating 'Advertisement' will be added by us.

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AD SPECIFICATIONS: UV TAKEOVER FORMAT

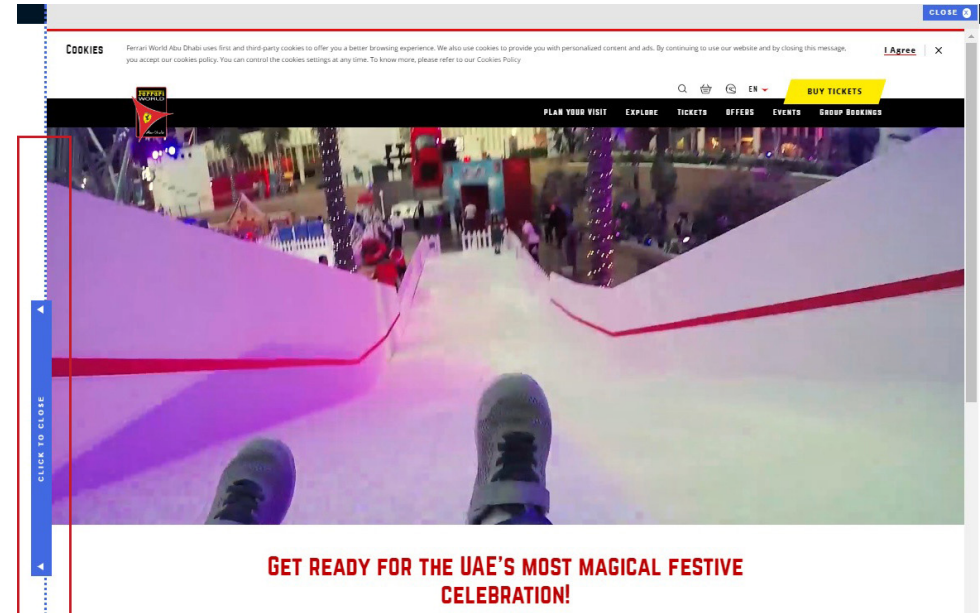
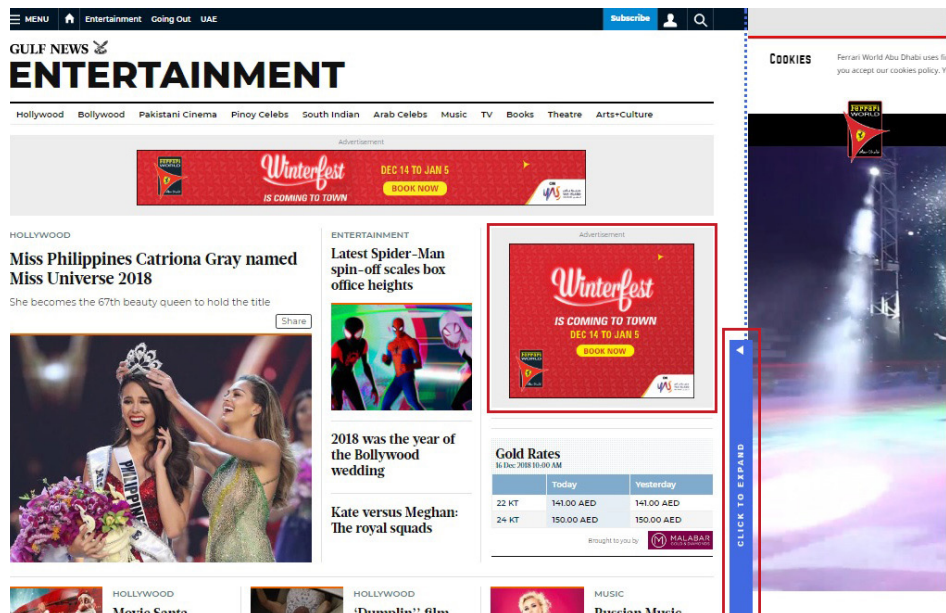
PLACEMENT & SPECIFICATIONS

The UV model focuses on UV's rather than impressions. This format embeds* the advertiser's website within the publisher's website in the form of an ad format. The user can move between the two ecosystems seamlessly.

We use the ad spot* already present on the home page of the publisher to link it to the advertiser's page embed.

*Refer to the samples below (images used for demo/mock purpose only)

Sample 1 uses the 300x250 ad placement



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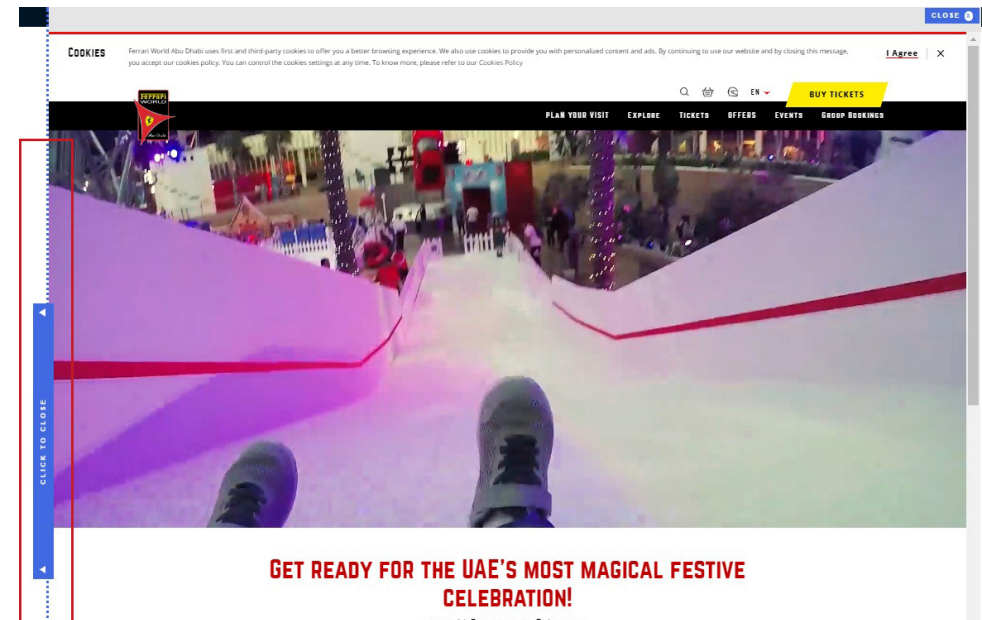
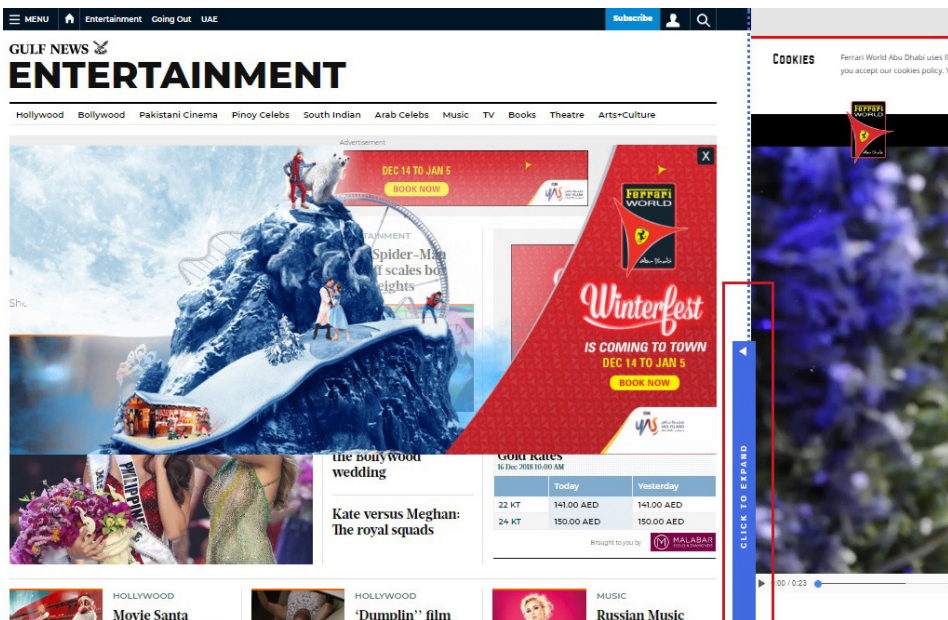


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AD SPECIFICATIONS: UV TAKEOVER FORMAT

PLACEMENT & SPECIFICATIONS

Sample 1 uses the 300x250 ad placement



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AD SPECIFICATIONS: UV TAKEOVER FORMAT

POINTS TO BE NOTED

FOR DESKTOP:

1. 300x250 is the main ad unit to be served along with UV ad format.
2. Once the UV ad has been configured in DFP, we can also serve other ad units of the below sizes:
728x90 or 960x90 or 728x250 or 960x250, instead of 300x250
These can be served as companion banners.

FOR MOBILE:

1. The slider expansion direction differs from desktop. The slider here is top to bottom hence the publisher's website is pushed downwards.
2. This downward push is for a minimum of 8 seconds.

UV Technical Features (IMP):

- Auto expand frequency cap is minimum 1 per user per day.
- Auto expand functionality cannot be disabled.

UV FORMAT DOES NOT SUPPORT:

- Skinning ads
- Right side gutter banner