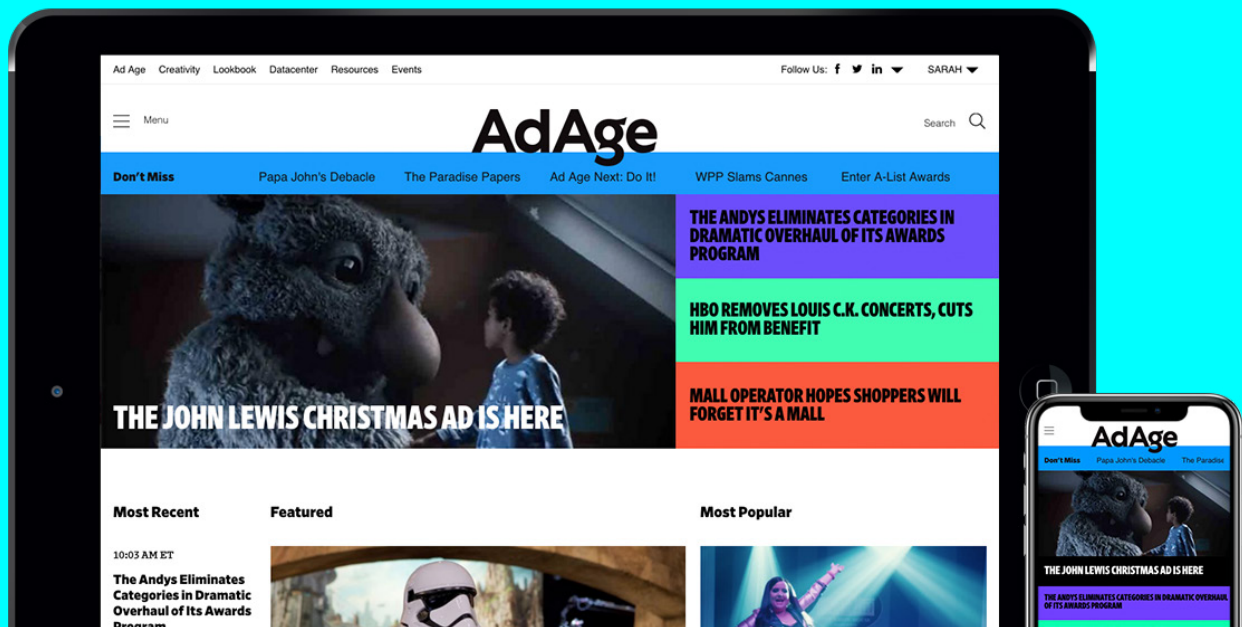


AdAge

2019 DIGITAL ADVERTISING SPECS



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Overview 2019

Materials submission

Creative units must be submitted to your Digital Campaign Specialist a minimum of:

- **Standard media:** Three business days prior to campaign launch.
- **Rich media:** Five business days prior to campaign launch to enable thorough testing or campaign launch may be delayed.
- **Pre-roll:** 10 business days prior to campaign launch to enable thorough testing or campaign launch may be delayed.

Send creative files attached, not embedded.

Text ads must be sent formatted exactly how they are supposed to show. Crain Ad Ops does not format text ads.

Linking URL: Linking URLs must be domain name based and cannot be the IP address (i.e., <http://207.123.456.78>).

Send materials to:
adops-adage@crain.com

Basic .gif and .jpg

Static .jpg and animated .gif files accepted.

Static ads

15-second maximum or three times looping maximum (five seconds per loop).

Creative with a white background must have a minimum of 1-pixel border to differentiate ad from editorial content.

Rich media

Rich media is defined as advertisements that users can interact within a web page format (as opposed to simple animation without click through functionality). These advertisements can include sound, video. Rich media may appear in ad formats such as banners and buttons as well as transitionals and various over-the-page units such as floating ads, expandable/retractable units and tear-backs. Rich media also includes in-page and intext digital video advertisements where the associated content is not streaming in a player environment.

Please contact your sales representative for submission guidelines relating to over-the-page units and video inbanner units. All expenses related to serving third party rich media ads will be the responsibility of the advertiser.

HTML5 ads

HTML5 creatives can be served directly in our ad server as a raw file or served through a third party rich media vendor such as Doubleclick or Pointroll.

Initial load

Asset files are immediately loaded when the ad tag is inserted in the page.

- Desktop (970x90/970x250, 300x600, 300x250): 200kb
- Tablet (728x90, 300x600, 300x250): 200kb
- Mobile (300x250) (300x50) (Web or In-App): 50kb for 300x50, 200kb for 300x250

Politely loaded:

All of the creative's subsequent assets are loaded once the host webpage has completed loading.

- **Desktop** (970x90/970x250, 300x600, 300x250): 2.2 mb
- **Tablet** (728x90, 300x600, 300x250): 2.2 mb
- **Mobile** (300x250, 300x50) (mWeb or In-App): 2.2 mb

Third-party networks

- We accept creative from most major ad serving networks (please inquire).
- Third party tags must be live at the time of submission to enable thorough testing before launch.
- Reporting access must be provided for all third party served campaigns and a third party login must be set up to be linked to adops-adage@crain.com.
- JavaScript tags are preferred. Tags not accepted: Modernizr JavaScript

Audio Creative

Any sound must be user-initiated and is defined as a click-based interaction rather than a mouseover or rollover.

All ads must be clearly labeled with "Play" and "Stop" controls.

Additional creative guidelines

- Creative must match ad size and conform to specifications outlined herein.
- Expansion can begin again on click, but must close with click.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- Up to 100K in polite download is allowed. Polite download is the portion of the ad that loads once content loads.
- Up to three additional polite downloads of up to 50K each may be initiated after a user moves their cursor over or clicks on the ad.
- Crain Ad Ops is not responsible for any changes to the ad creative itself. All changes have to be made by the client and resubmitted for trafficking.
- Creative must have branding.
- No fake HTML or simulated interactivity.
- No obscene or otherwise objectionable images.
- Creative cannot use the 'Publication' name or logo without pre-approval.
- Ads click through to provided URL in a new browser.
- Expandable ads can expand to two times the size of one side of the creative.

Email ad specifications

- Only static .jpg and .gif files accepted. Please specify the clickthrough link(s) that will be used.
- Rich media is not accepted for email advertisements.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- Crain Ad Ops is not responsible for any changes to the ad creative itself. All changes have to be made by the client and resubmitted for trafficking.
- Any ads submitted over 40k run the risk of being read as spam by some email programs.
- Impression trackers are not accepted for email.

Video pre-roll

Crain Communications websites predominantly utilize the BrightCove Video Platform. The Brightcove platform is a Flash environment and therefore the advertising campaigns that run against the players must be developed in a format that Flash supports. The specs listed below are reproduced from Brightcove and are for our most common execution. Please confirm execution with your sales representative.

Pre-roll video specs

- **.mp4** (H.264 encoding with any profiles or levels and AAC or HE-AAC audio codes) format suggested, .flv will not play on Apple (iOS) devices.
- **Video length:** up to :15 maximum.
- **Dimensions:** 480x360 (4:3 standard) or 480x270 (16:9 widescreen).
- **Frame rate:** same as source or 1/2 of source (15 to 30 fps).
- **Video data rate:** 700-1500 kbps.
- **Audio data rate:** 200 kbps.
- **Total data rate:** 648 kbps.
- **Keyframe:** every 30 or 60 frames (two seconds).
- It is recommended to crop to TV-safe area and de-interlace.
- Video ad is clickable, please supply a click-thru URL. A third party click command is allowed for the click-thru. iPhone does not support click function.
- Video should not include a leader.
- If third party tracking is desired, the advertiser can provide a VAST tag or a tracking pixel (in standard form) to track the video pod. The video pod consists of the pre-roll and any companion banners.
- For maximum compatibility, use stereo or mono audio and avoid 5.1
- Sample rates above 44. kHz do not work on all players so they will be re-sampled. Avoid this by sticking to 44.1 kHz or less.
- Normalize the audio tracks to standard levels such that you avoid "clipping" while also avoiding a low volume.
- Make sure that audio levels are consistent across media that might be viewed together.

Important

Writing methods and properties to any Flash object's prototype property will cause it to be added to all instances of that object. Avoid modifying the prototypes of Flash's built-in objects like MovieClip, TextField or Button in the creatives. Doing so will modify all instances of these objects in the Brightcove player, bloating the player and possibly causing erratic behavior. The recommended method for developing in Flash using ActionScript 2.0 is that prototypes are not modified and that instead classes are created that extend the built-in objects.

Data reported

If requested, Crain Communications will provide reporting on campaign impressions, clicks and CTR. Crain Communications will attempt to provide the same reporting for third party served ads, but may be limited based on tagging configurations.

Disclaimers

Click-through tracking is not available on the following advertising elements:

- HTML advertising elements that use method="POST" for form submittal.
- Rich media elements that use embedded or compiled URL information (Macromedia Flash creatives that do not use the FS command, for example).

Cache-busting is available automatically for preapproved third party served agencies, others by request only. Exception: Third party served click URLs for hard-coded placements (text links, etc.) are not cache busted. Therefore, click data for hard-coded placements using third party served click URLs may not match click data from the third party agency. Please enter the Cache busting tags; Crain Communications is not responsible for entering these tags.

Crain Communications reserves the right to preserve the user experience of its sites, and reserves the right to remove any advertisement which is deemed annoying and/or harmful to our users at any time.

Policy guidelines for ads that collect personal information:

Crain Communications websites allow advertisers to collect personal identifying information; however you may be asked to make changes to the ad units or include additional disclosure in order to be acceptable for advertising.

If you wish to collect personal information within advertisements, those ad units will need to:

- Clearly identify your organization.
- Provide a direct link to your privacy policy, adjacent to the submit button.
- Clearly identify the purpose for collecting the information.

Additional disclosure may be required. Please see your sales representative for more information on required notices.

Takeovers

Advertiser must provide all following units:

- **Interstitial ad:** 640x480 (GIF/JPEG/3P) for desktop and tablet, 300x100 (GIF/JPEG/3P) for mobile
- **Desktop ads** (for Ad Age): 970x90 or 970x250, 300x600, 300x250 (GIF/JPEG/3P/rich media)
- **Desktop ads** (for Creativity Online): 970x90 or 970x250, 300x250 (GIF/JPEG/3P/rich media)
- **Tablet ads** (for Ad Age): 728x90, 300x600, 300x250 (GIF/JPEG/3P)
- **Tablet ads** (for Creativity Online): 728x90, 300x250 (GIF/JPEG/3P)
- **Mobile ads:** 300x50 or 320x50, 300x250 (GIF/JPEG/3P)

Interstitial ads

General specifications

HTML5 creative must be served through a third party rich media vendor such as Doubleclick or Pointroll. We cannot accept HTML5 assets to serve directly in our ad server.

Desktop & tablet

- 640x480 in dimension
- 80 kb max file size
- Five to eight seconds max
- Due five days prior to run date

Mobile: 300x100 static

GIF/JPEG/3P: 75 kb max file size; 15 seconds max; due five days prior to run date

When submitting a third party served interstitial

Interstitial needs to play message and

stop. AdAge.com will take care of the redirect to www.AdAge.com.

Files required for submissions

- GIF/JPEG/third party tag
- The page featuring the introductory message will have an Ad Age logo and a link directly to AdAge.com.

Rich media

We accept Java, HTML and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser. **Note: Third party tags are accepted for mobile placements.**

Third party networks

We accept creative from most major third party networks (please inquire).

Send materials to:

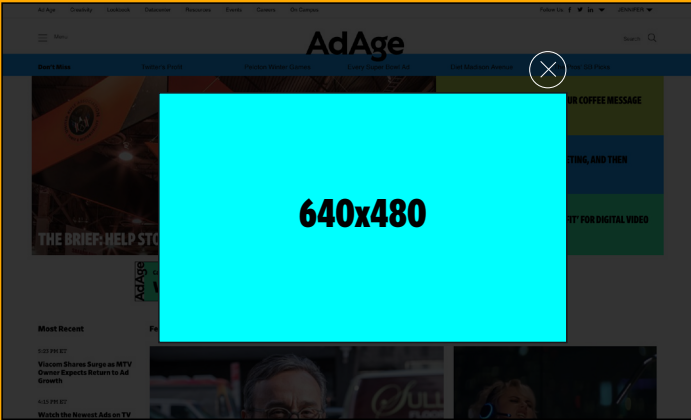
adops-adage@crain.com

Ad units (file sizes/types/dimensions)

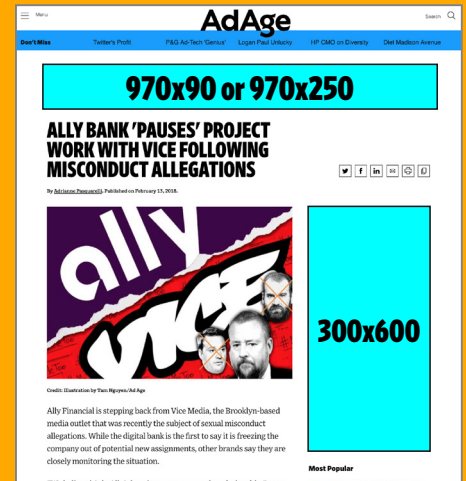
Platform	Dimensions	Accepted creative type	Static (GIF or JPEG)	HTML5 (initial load)	HTML5 (politely loaded)	Animation length	Max. loops
Desktop	640x480 interstitial	GIF/JPEG/3P	80 kb	200 kb	2.2 mb	5-8 seconds	n/a
	970x90 or 970x250	GIF/JPEG/3P/rich media	40 kb			15 seconds	3 loops of 5 seconds
	300x600						
	300x250						
Tablet	640x480 interstitial	GIF/JPEG/3P	80 kb	200 kb	2.2 mb	5-8 seconds	n/a
	728x90		40 kb			15 seconds	3 loops of 5 seconds
	300x600						
	300x250						
Mobile	300x100 interstitial	GIF/JPEG/3P	75 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x250		40 kb	200 kb			3 loops of 5 seconds
	300x50 or 320x50		40 kb	50 kb			

Takeovers

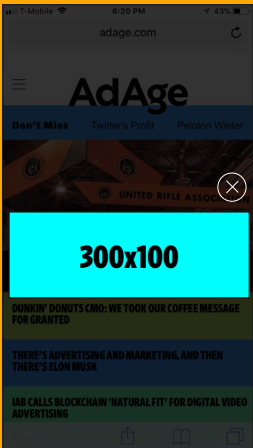
Desktop/Tablet Interstitial



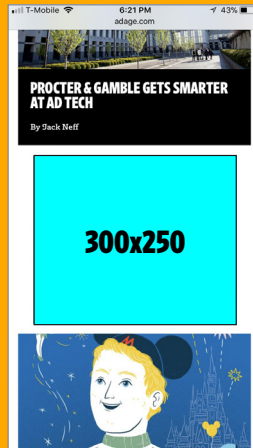
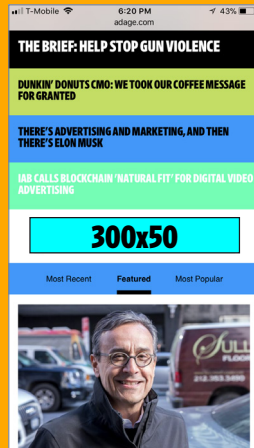
Tablet banner ads



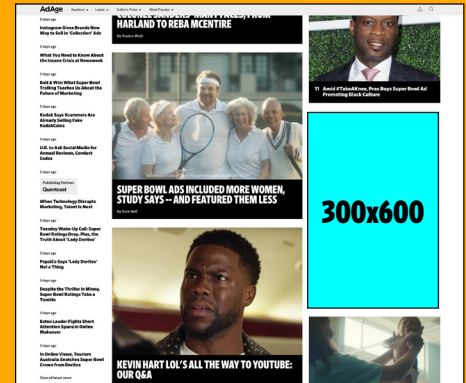
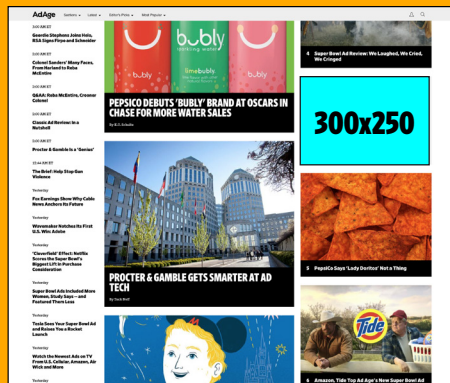
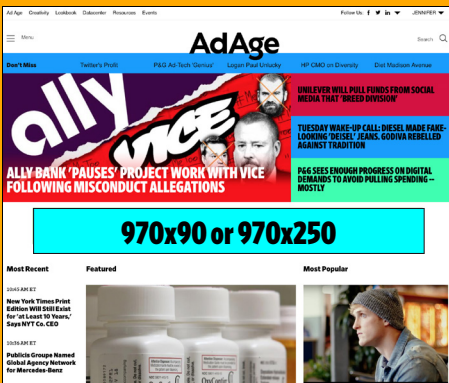
Mobile Interstitial



Mobile Banner Ads



On-site banner ads



Run of site, home page targeting and contextually targeted impressions

Advertiser must provide all following units:

- **Desktop ads** (for Ad Age): 970x90 or 970x250, 300x600, 300x250 (GIF/JPEG/3P/rich media)
- **Desktop ads** (for Creativity Online): 970x90 or 970x250, 300x250 (GIF/JPEG/3P/rich media)
- **Tablet ads** (for Ad Age): 728x90, 300x600, 300x250 (GIF/JPEG/3P)
- **Tablet ads** (for Creativity Online): 728x90, 300x250 (GIF/JPEG/3P)
- **Mobile ads:** 300x50 or 320x50, 300x250 (GIF/JPEG/3P)

Rich media

We accept Java-script, HTML and others (please inquire).

All expenses related to serving rich media ads will be the responsibility of the advertiser.

Third party networks

We accept creative from most major ad serving networks (please inquire).

Note: Third party tags are accepted for mobile placements.

Materials submission

All creative must be received at least three business days prior to start of schedule.

Send materials to:

adops-adage@crain.com

See page 5 for examples of ad units.

Ad units (file sizes/types/dimensions)

Platform	Dimensions	Accepted creative type	Static (GIF or JPEG)	HTML5 (initial load)	HTML5 (politely loaded)	Animation length	Max. loops
Desktop	970x90 or 970x250	GIF/JPEG/3P/rich media	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x600						
	300x250						
Tablet	728x90	GIF/JPEG/3P	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x600						
	300x250						
Mobile	300x250	GIF/JPEG/3P	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x50 or 320x50		40 kb	50 kb	2.2 mb		

HTML email newsletters and channel sponsorships

Newsletters include Mediabuzz, Digital, Agency News, CMO Strategy and Creativity

Advertiser must provide all following units:

- Email newsletter banner ads: 300x250 (GIF/JPEG only)
- Channel sponsorship banner ads: 970x90 or 970x250, 300x600, 300x250, 728x90, 300x50 (GIF/JPEG or rich media)

Special note about 2007 Outlook users:

Animated GIFS are not well supported. Image defaults to first image in the animation series.

Rich media (excludes email newsletter banner ads and mobile ads)

We accept Java-script, HTML and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser.

Third party networks

- **For on site banner ads and mobile ads:** We accept creative from most major ad serving networks (please inquire).
- **For newsletter banner ads:** We accept click tracking tags but do not accept third-party impression tags.

Note: Third party tags are accepted for mobile placements, except on the newsletter.

Send materials to:

adops-adage@crain.com

Newsletter Sponsorship Ad Units

Platform	Dimensions	GIF or JPEG
Desktop	300x250	40 kb
Tablet	300x250	40 kb
Mobile	300x250	40 kb

Channel Sponsorship Ad units (file sizes/types/dimensions)

Platform	Dimensions	Accepted creative type	Static (gif or jpeg)	HTML5 (initial load)	HTML5 (politely loaded)	Animation length	Max. loops
Desktop	970x90 or 970x250	GIF/ JPEG/3P/ rich media	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x600						
	300x250						
Tablet	728x90	GIF/ JPEG/3P	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x600						
	300x250						
Mobile	300x250	GIF/ JPEG/3P	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x50 or 320x50		40 kb	50 kb	2.2 mb		

Best practice recommendations:

- Animated gifs will only display the first image in the series when viewed in Outlook 2007, so make sure that important info is not included in later images.
- Do not use javascript since most email clients do not support it due to security concerns.
- Forms, such as search boxes, are not recommended because they are not well supported by email clients.
- Combat image suppression by adding alt text to your images. That way, if the image is not downloaded the subscriber will still be able to see a description of the content.

Email client deliverability

Post-Outlook 2007

- No support for forms regardless of how simple they are.
- Background images will not load, and should not be used.
- Animated gifs are not well supported. Image defaults to first frame in the animation series.

Pre-2007 Outlook/Mac mail

- Image maps work correctly.
- Background images can be used as long as user clicks to view images.
- Javascript doesn't work and should not be used.

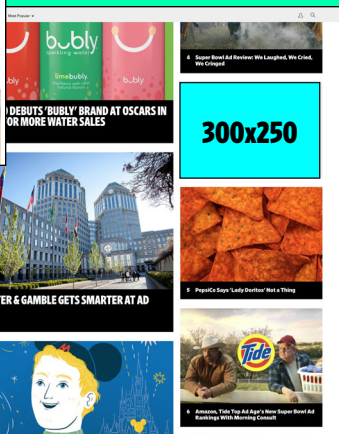
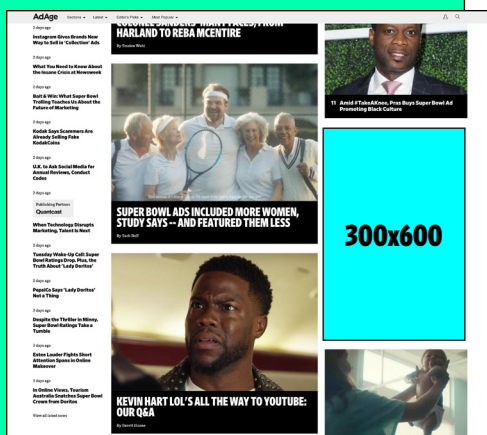
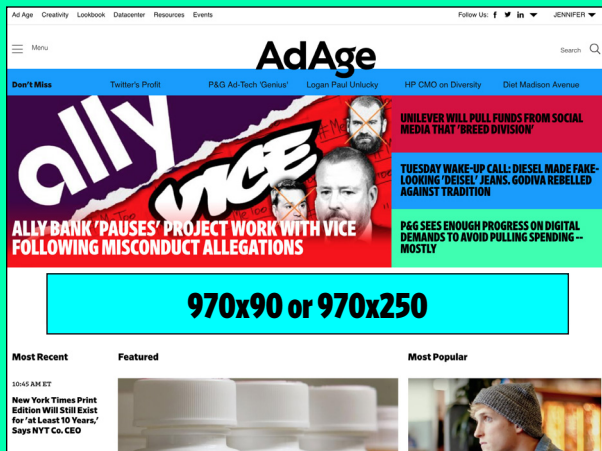
Lotus Notes

- Using too many images or images that are too large can cause them to be misconfigured.
- Lotus Notes does not support forms.
- Lotus Notes strips out javascript (may vary by version).

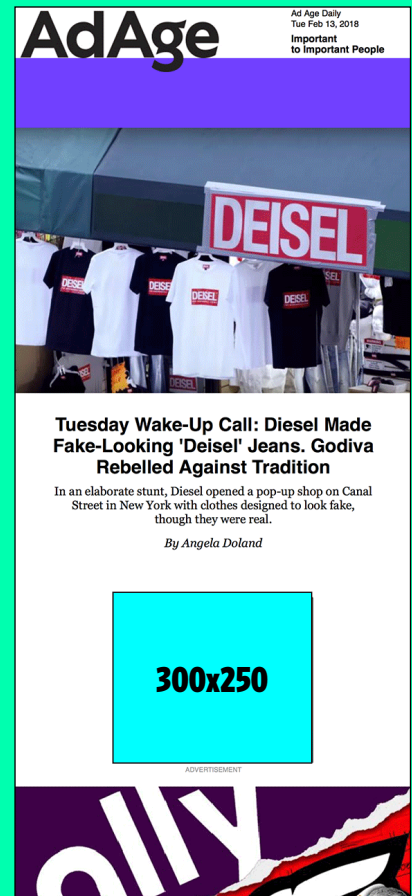
Gmail, Yahoo, Hotmail/MSN

- Javascript doesn't work and should not be used.
- Single background images defined in the <td> tag will appear, while background images defined in the <body> tag do not.

On-site banner ads



Email newsletter banner ads



Online sponsorships

Includes Special Reports, AdAge@ and Honorifics

Advertiser must provide all following units:

- **For co-branded promotions:** Advertiser logo (EPS, vector-graphic)
- **Desktop ads:** 970x90 or 970x250, 300x600, 300x250 (GIF/JPEG or rich media)
- **Table ads:** 728x90, 300x600, 300x250 (GIF/JPEG/3P)
- **Mobile ads:** 300x50 or 320x50 (GIF/JPEG/3P)
- **Logo:** 130x65 (GIF/JPEG + Click URL)

Rich media

We accept Java-script, HTML and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser.

Third party networks

We accept creative from most major ad serving networks (please inquire).

Note: Third party tags are accepted for mobile placements

Video Pre-Roll

Crain Communications websites predominantly utilize the BrightCove Video Platform. The Brightcove platform is a Flash environment and therefore the advertising campaigns that run against the players must be developed in a format that Flash supports. The specs listed below are reproduced from Brightcove and are for our most common execution. Please confirm execution with your sales representative.

- **mp4** (H.264 encoding with any profiles or levels and AAC or HE-AAC audio codes.) format suggested, .flv will not play on Apple (iOS) devices.
- **Video length:** up to :15 maximum.
- **Dimensions:** 480x360 (4:3 Standard) or 480x270 (16:9 Widescreen).
- **Frame rate:** same as source or 1/2 Wof source (15 to 30 fps).
- **Video data rate:** 700-1500 kbps.
- **Audio data rate:** 200 kbps.
- **Total data rate:** 648 kbps.
- **Keyframe:** every 30 or 60 frames (two seconds).

- It is recommended to crop to TV-safe area and de-interlace.
- Video ad is clickable, please supply a click-thru URL. A third party click command is allowed for the click-thru. iPhone does not support click function.
- Video should not include a leader.
- If third party tracking is desired, the advertiser can provide a VAST tag or a tracking pixel (in standard form) to track the video pod. The video pod consists of the pre-roll and any companion banners.
- For maximum compatibility, use stereo or mono audio and avoid 5.1
- Sample rates above 44. kHz do not work on all players so they will be re-sampled. Avoid this by sticking to 44.1 kHz or less.
- Normalize the audio tracks to standard levels such that you avoid “clipping” while also avoiding a low volume.
- Make sure that audio levels are consistent across media that might be viewed together.

Ad units (file sizes/types/dimensions)

Platform	Dimensions	Accepted creative type	Static (GIF or JPEG)	HTML5 (initial load)	HTML5 (politely loaded)	Animation length	Max. loops
Desktop	970x90 or 970x250	GIF/JPEG/3P/rich media	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x600						
	300x250						
Tablet	728x90	GIF/JPEG/3P	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x600						
	300x250						
Mobile	300x250	GIF/JPEG/3P	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x50 or 320x50		40 kb	50 kb	2.2 mb		
All	130x65 (logo)	GIF/JPEG/Click URL	40 kb	N/A	N/A	N/A	N/A

Additional ad units

Interscroller, desktop and tablet

General specifications

- **Image formats:** PNG, GIF or JPG
- **Max image weight:** 80 kb
- **Image dimensions:** 970x90/970x600, 20px buffer on the top and bottom to accommodate the “Notice” bars. Unit begins at 970x90 and expands to 970x600.
- **Video formats:** MOV, AVI, MP4
- **Maximum video size:** 20 mb
- **Video dimensions:** 640x360
- **File length:** 15 to 30 sec

This unit is built by Ad Age but clients need to provide assets listed above

Miniscroller, mobile only

General specifications

- **Image formats:** PNG, GIF or JPG
- **Max image weight:** 40 kb
- **Image dimensions:** 320x356, 20px buffer on the top and bottom to accommodate the “Notice” bars
- **Video formats:** MOV, AVI, MP4
- **Maximum video size:** 3 mb
- **Video dimensions:** 640x360
- **File length:** 15 to 30 sec

This unit is built by Ad Age but clients need to provide assets listed above

Sponsored logo

General specifications

- Static GIF or JPEG
- 130x65 pixels
- 40 kb file load



Additional ad units

Inread video unit

General specifications

A video file is all we need. Runs across desktop, tablet and mobile.

- **Resolution:** max 1920x1080 – min 640x360
- **Maximum file size:** 10 mb

- **Video formats:** All video formats : FLV, MP4, MOV, VAST, VPAID*, and YouTube video key
- **Video Length:** 30 sec desktop, 15 sec mobile recommended lengths
- **Aspect ratio:** 16:9 (4:3 not supported)

- **Codec:** any Video Codecs format, excepted: ProRes4444, HDV 720p60, Go2 Meeting 3 & 4, ER AAC LD, REDCODE
 - **Sound Setting:** on
- *VPAID does not currently work on mobile

Desktop

distribution channels, spectacular customer service and products that are second to none.”

ADVERTISING

16:9 INREAD VIDEO

Hernandez-Blades told Ad Age that the process is being managed by Aflac’s Strategic Sourcing and Procurement team. She declined to disclose which agencies are competing for the business.

[Publicis](#) deferred comment to Aflac.

Even if Aflac gets a new creative agency, the Aflac duck is here to stay.

Publishing Partner: GEORGETOWN UNIVERSITY

WHY THE BREAKDOWN OF CREATIVE SILOS WILL SAVE MARKETING

Design to HTML5/CSS3 & WordPress

AGENCY BUZZ NEWSLETTER

Mobile

T-Mobile 3:06 PM adage.com 68%

“As the marketplace evolves and consumers are looking for different options, we want to ensure we are meeting them where they want to be met through robust distribution channels, spectacular customer service and products that are second to none.”

ADVERTISING

16:9 INREAD VIDEO

Hernandez-Blades told Ad Age that the process is being managed by Aflac’s Strategic Sourcing and Procurement team. She declined to disclose which agencies are competing for the business.

[Publicis](#) deferred comment to Aflac.

Tablet

AdAge Sections ▾ Latest ▾ Editor's Picks ▾ Most Popular ▾

communications officer for Aflac, via email. “As the marketplace evolves and consumers are looking for different options, we want to ensure we are meeting them where they want to be met through robust distribution channels, spectacular customer service and products that are second to none.”

ADVERTISING

16:9 INREAD VIDEO

Hernandez-Blades told Ad Age that the process is being managed by Aflac’s Strategic Sourcing and Procurement team. She declined to disclose which agencies are competing for the business.

[Publicis](#) deferred comment to Aflac.

Even if Aflac gets a new creative agency, the Aflac duck is here to stay, according to Hernandez-Blades.

Linda Kaplan Thaler, founder of [Kaplan Thaler Group](#), which merged with Publicis in 2012, was key in the creation of the Aflac duck. She left

Publishing Partner: GEORGETOWN UNIVERSITY

WHY THE BREAKDOWN OF CREATIVE SILOS WILL SAVE MARKETING

Design to HTML5/CSS3 & WordPress

AGENCY BUZZ NEWSLETTER

Keep up to date and hear from prominent voices in the agency world.

Enter your email here

Additional ad units

Facebook instant articles, mobile

General specifications, statics

- Dimensions: 300x250 or 300x450
- Static: GIF/JPEG 40 kb
- Animation: 15-sec cap (maximum loops: 3 loops of 5 seconds)
- File Size: 40 kb

If in-banner-video

Advertiser can provide third party tags or Ad Age can create custom ad units and provide third party reporting (additional production fees apply)

1. If provided by client: In-Banner-Video tag:

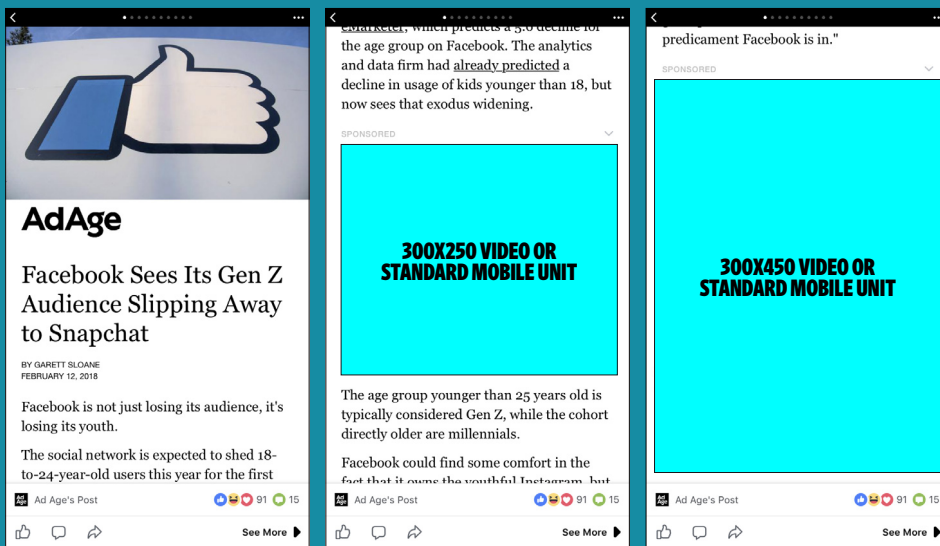
- HTML5 initial load: 200 kb
- HTML polite load: 2.2 mb
- Animation: 15 to 30 seconds

2. If built by Ad Age: Video file + Click URL or 1x1 impression/click tracker

- Resolution 640x360
- File size: 5 mb
- File format: MP4, MOV, FLV, or WMV
- File length: 15 to 30 seconds

Materials submissions

All creative must be received at least five business days prior to start of schedule.



Expandable rich media units

- **Desktop ads** (for Ad Age): 970x90, 300x600, 300x250
- **Desktop ads** (for Creativity Online): 970x90, 300x250

Additional notes

- Expansion and sound must be user-initiated
- Click to expand/click to close
- Banner must be in closed state on page load

Materials Submission

All creative must be received at least five business days prior to start of schedule.

Send materials to: adops-adage@crain.com

Ad units (file sizes/types/dimensions)

Platform	Dimensions	Maximum expanded dimensions	Direction of expansion	HTML5 (initial load)	HTML5 (polite load)	Maximum in-banner-video length
Desktop	970x90 or 970x250	970x418	Down	200 kb	2.2 mb	30 seconds
	300x600	600x600	Left			
	300x250	600x250	Left			

Additional ad units

Programmatic advertising spec guidelines

- A 1-pixel border is required, or the ad must be clearly defined within the allowable ad space.
- Ads cannot be designed to blend into page content.
- Ads may not blink, shake, flicker or flash in a disruptive manner.
- Animation should be limited to no more than 3 loops and no more than 15 seconds
- Ads may not falsify information or mislead users; they must reflect the service or product being advertised.
- Creatives cannot include inaccurate imagery or content.
- Creatives should have a clean aesthetic look.
- Disruptive designs intended only to attract attention using inappropriate imagery, revealing imagery is not allowed.
- The look and feel of the ad cannot match any device's alert scheme (such as an iOS pop-up)
- No expandable ad units are allowed.
- All rich media ads must have a fallback static creative.
- Any audio and video must be user initiated with a clearly recognizable on/off button.
- The action of clicking on an ad must not initiate a download.
- Ad units must launch a new browser window when clicked.
- SWF files are not allowed
- All ads are subject to review

Ad Age Online specs

Platform	Dimensions	Accepted creative type	Static (GIF or JPEG)	HTML5 (initial load)	HTML5 (politely loaded)	Animation length	Max. loops
Desktop	970x90	GIF/ JPEG/3P/ rich media	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x600						
	300x250						
Tablet	728x90	GIF/ JPEG/3P	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x600						
	300x250						
Mobile	300x250	GIF/ JPEG/3P	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x50 or 320x50		40 kb	50 kb	2.2 mb		

Creativity specs

Platform	Dimensions	Accepted creative type	Static (GIF or JPEG)	HTML5 (initial load)	HTML5 (politely loaded)	Animation length	Max. loops
Desktop	970x90	GIF/ JPEG/3P/ rich media	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x250						
Tablet	728x90	GIF/ JPEG/3P	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x250						
Mobile	300x250	GIF/ JPEG/3P	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x50 or 320x50		40 kb	50 kb	2.2 mb		

Newsletter & video series sponsorship

Wake-Up Call Newsletter or Super Bowl News Alert

Platform	Dimensions	Unit description	Accepted creative type	Static (Max file size)	Animation
Desktop	300x250 or 500x340	Desktop rectangle	GIF/JPEG + Click Tracker	40 kb	N/A
	150x30	Desktop logo	PNG with transparent background + Click Tracker		
Tablet	300x250 or 500x340	Tablet rectangle	GIF/JPEG + Click Tracker	40 kb	N/A
	150x30	Tablet logo	PNG with transparent background + Click Tracker		
Mobile	300x250 or 500x340	Mobile rectangle	GIF/JPEG + Click Tracker	40 kb	N/A
	150x30	Mobile logo	PNG with transparent background + Click Tracker		

Video Series Sponsorship – Display + Pre-Roll

Platform	Dimensions	Unit description	Accepted creative type	Static (GIF or JPEG)	HTML5 (initial load)	HTML5 (politely loaded)	Animation length	Max. loops
Desktop	970x90 or 970x250	Desktop leaderboard	GIF/JPEG/3P/rich media	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x250	Desktop rectangle	GIF/JPEG/3P/rich media		200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	130x65	Desktop logo	Transparent PNG + click URL		N/A	N/A	N/A	N/A
Tablet	728x90	Tablet leaderboard	GIF/JPEG/3P	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x250	Tablet rectangle	GIF/JPEG/3P		200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	130X65	Tablet logo	Transparent PNG + click URL		N/A	N/A	N/A	N/A
Mobile	300x250	Mobile leaderboard	GIF/JPEG	40 kb	200 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	300x50 or 320x50	Mobile rectangle	GIF/JPEG		50 kb	2.2 mb	15 seconds	3 loops of 5 seconds
	130X65	Mobile logo	Transparent PNG + click URL		N/A	N/A	N/A	N/A

Video Series Sponsorship – Display + Pre-Roll

Accepted file format	Ad Unit	Unit description	Dimensions (WxH)	Aspect ratio	Pre-roll length	File Size	Video data bitrate	Audio data bitrate	Key frame	Frame rate
MP4 or VAST	Pre-Roll	Desktop Tablet/ Mobile	480x360 or 480x270	4:3 full screen or 16:9 widescreen	15 sec. max	10 mb max	700-1500 kbps	200 kbps	every 30 or 60 frames (2 sec)	30 fps