

IAB Display Advertising Creative Format Guidelines For diabetesforecast.org

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Max Additional Initial File Load Size for OBA Self-Reg Compliance (Note 1)	Subsequent Max Polite File Load Size	Subsequent Max User-Initiated File Load Size	Subsequent Max User-Initiated Additional Streaming File Size	Max Video & Animation Frame rate	Maximum Animation Length (i.e. Flash™)	Max Video Length	Audio Initiation	Hot Spot	Z-index Range	Max Percentage of CPU Usage (Note 3)	Minimum Required Controls	Labeling Requirements, Font Size, etc.	Submission Lead-Time	Implementation Notes & Best Practices	
Universal Ad Package (UAP)	Medium Rectangle	300x250	Expansion not allowed for this unit	40 KB	5 KB	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	24 fps	15-sec	Video not allowed for this unit see "In-Banner Video" & Rich Media units below	Must be user-initiated (on click: mute/ unmute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	0 - 4,999	20%	N/A	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 3 business days before campaign start	Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.
	Leaderboard	728x90	Expansion not allowed for this unit	40 KB	5 KB	Not allowed for this unit	Not allowed for this unit	Not allowed for this unit	24 fps	15-sec	Video not allowed for this unit see "In-Banner Video" & Rich Media units below	Must be user-initiated (on click: mute/ unmute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	0 - 4,999	0.2	N/A	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 3 business days before campaign start	Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Max Additional Initial File Load Size for OBA Self-Reg Compliance (Note 1)	Subsequent Max Polite File Load Size	Subsequent Max User-Initiated Streaming File Load Size	Subsequent Max User-Initiated Additional Streaming File Size	Max Video & Animation Frame rate	Maximum Animation Length (i.e. Flash™)	Max Video Length	Audio Initiation	Hot Spot	Z-index	Max Percentage of CPU Usage (Note 3)	Minimum Required Controls	Labeling Requirements, Font Size, etc.	Submission Lead-Time	Implementation Notes & Best Practices	
Mobile	Expandable/ Retractable	300x250 to 600x250 180x150 to 600x150 160x600 to 600x600 300x600 to 600x600 728x90 to 728x315	40 KB	5 KB	100 KB	2.2 MB for creative files	Unlimited for Streaming Video	24 fps	15-sec	30-sec	Must be user-initiated (on click: mute/ unmute); default state is muted	Not to exceed 1/4 size of original ad (collapsed size). Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	5,000 - 1,999,999 (for entire ad unit)	30%	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either Click to close/expand or Enable Mouse-Off Retraction Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 6 business days before campaign start	Expansion must be user-initiated (note 2). Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file the same dimensions of the original (collapsed) ad dimensions.	
	Between-the-Page (aka "Interstitial")	Variable	Expansion not allowed for this unit	80 KB	5 KB	160 KB	2.2 MB for creative files	Unlimited for Streaming Video	24 fps	10-sec (ad displays for only 10 sec and disappears if no interaction)	30-sec only if user interacts within first 10 sec of display (otherwise ad disappears)	Must be user-initiated (on click: mute/ unmute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	N/A Unless the ad covers content on the target page, then use range for overlays: 6,000,000+	30%	"Close" control provided by browser window if ad displays in its own browser window. If overlaid on target page, include "Close X" button. Font = 8pt (11px) - 16pt (21px) Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Label = "Advertisement" Font = 8pt (11px) - 16pt (21px)	Min 6 business days before campaign start	Duration of display: 10-sec max if no user interaction; up to 30-sec when user is engaged with ad within first 10 sec.
	Mobile Leaderboard		Expansion Not Allowed	Phone 40 KB Tablet 80 KB	NA	NA	NA	24 fps	15-sec	NA	NA	NA	NA	NA	Close button in upper right hand corner	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 days		

Guidelines last updated: 01/31/2012 - Version: FINAL_v2.2 (CM)

Abbreviations: px = pixel sec = seconds

Notes:

- Industry self-regulation guidelines have been established for companies who use online behavioral advertising (OBA): <http://www.aboutads.info/participants>
- "User Initiation" defined: User initiation is the wilful act of a user to engage with an ad. Users may interact by clicking on the ad, and/or rolling over an ad (or a portion of an ad). With respect to user initiation for the purposes of these guidelines, a roll-over is defined as a willful pause of the user's cursor on the target portion of the creative.
- Percentage of CPU usage is based on the Publisher defined benchmark end user-CPU for its audience. Please consult with each publisher individually for their benchmark number for testing.
- Publisher implementation note: Universal Brand Package (UBP) ad units are designed to be the only rich media ad unit displayed on a webpage. Because of increased file load size, displaying a UBP ad unit with any other rich media unit may compromise page-load performance.