

# Digital Ad Specifications



## Desktop

AD NAME	DIMENSIONS	INITIAL FILE SIZE	SUBLOAD	EXPANDABLE	EXPANDABLE DIRECTION
IMU	300x250	150K	300K	600x250	Left
Double IMU	300x600	150K	300K	600x600	Left
Leaderboard	728x90	150K	300K	728x315	Down
Billboard	970x250	250K	500K	N/A	N/A
Prestitial	640x480	250K	N/A	N/A	N/A
Page Peel	170x30 (collapsed image) 640x480 (expanded image)	50K (collapsed image) 200K (expanded image)	400K (expanded image)	170x30 expands to 640x480	Down
Stationary Bottom Banner	950x90	200K	400K	N/A	N/A
Roller/Enhanced Roller	*See roller specifications on page 2				

## Mobile

AD NAME	DIMENSIONS	INITIAL FILE SIZE	MAX FILE SIZE	EXPANDABLE	EXPANDABLE DIRECTION
IMU	300x250	50K	100K	N/A	N/A
Sticky Mobile Leaderboard	300x50 or 320x50	50K	100K	N/A	N/A
Roller/Enhanced Roller	*See roller specifications on page 2				

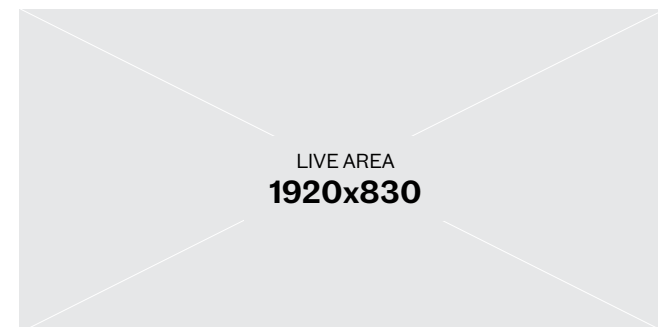
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## Desktop & Mobile Specifications

- File Formats Accept: jpg, gif, png, HTML5, 3rd party Javascript (If DCM, internal redirects preferred)
- Ad Verification Tags (ISA, DoubleVerify, etc.) are accepted but must be only used for monitoring. NO blocking tags accepted.
- All audio must be user-initiated (vic click).
- Expandables must be “click to expand.” Any expanding or out of page media must have a clearly visible close button or “X”
- Animation duration is unlimited except for prestitials. Prestitials redirect to MM&M site after 15 seconds.
- SSL Compliance: All resources of a creative, including images, stylesheets, JavaScript, and tracking pixels must be secure for a creative to be SSL compliant.
- These resources can reference other secondary resources, but all resources referenced must be secure. Note that an SSL-compliant creative can include an insecure clickthrough URL. Any images that will be hosted by Campaign Manager are compliant by default.
- Flash is no longer supported by Campaign Manager and all major browsers.
- ClickTag Preference: HMTL:clickTag
- If exceeding or not compliant with our specs we will need to QA tags

## Roller Specifications

- Image, Video or HTML5(.zip)
- Image Media types: Image URL, GIF, JPG, BMP, PNG -
- Dimensions - 1920x1080 px image for the roller and a 1600x100px for top sticky banner (optional)
- Video Media types: Video URL, YouTube, or VAST are recommended. Uploaded MP4 also available.
- File size: Up to 4MB (uploaded file or YouTube), or any size (recommended up to 10MB) for Video URL or Image URL
- Image/Video dimensions: 16:9 recommended
- Maximum video length: Variable (recommended up to 15 seconds maximum if no user interaction and up to 30 seconds with user interaction)
- Optional CTA Images: Variable size
- Desktop: 222x298px in Lego demo, sized to 10% width of page
- Mobile: 272x115px in the Lego demo, sized to 40% width of page
- Please create with a 125 px buffer on both the top and bottom of the ad (blue areas in image below). These areas will be obstructed by overlays that read “Advertisement” at the top and “Scroll to Continue” at the bottom.



All creative is subject to approval by Haymarket Media, Inc.