



Creative Ad Specs

Site/Placement	Ad Dimension	Approved File Type	Max File Size	Looping Requirements	Animation Requirements	Max Frame Rate	User-Initiated Audio Approved?	Notes
Standard Banners	300x250, 728x90, 160x600 and 300x600	All (JPG/GIF, HTML/HTMLS)	150K	4 loops	15 seconds	24 fps	Yes	
Expandable Banners	300x250 (600x250), 728x90 (728x315), 160x600 (600x600)	All (JPG/GIF, HTML/HTMLS)	150K	4 loops	15 seconds	24 fps	Yes	
Custom Leave Behind	720x300, 425x600, 800x600	All (JPG/GIF, HTML/HTMLS)	150K	4 loops	15 seconds	24 fps	Yes	
Interstitials	640x480, 300x250, 320x480	All (JPG/GIF, HTML/HTMLS)	150K	4 loops		24 fps	Yes	
Mobile Interstitial	300x250, 320x480	All (JPG/PNG, Animated .GIF, HTML/HTMLS)	150K	4 loops		24 fps	Yes	
Mobile or Click-to-Call Mobile	300x250, 320x50	All (JPG/PNG, Animated .GIF, HTML/HTMLS)	150K	4 loops	15 seconds	24 fps	Yes	
Mobile Adhesion	Mobile Portrait: 320x50/Landscape: 480x50 Tablet Portrait: 768x90/Landscape: 1024x90	JPG/PNG, Animated .GIF	150K	4 loops	15 seconds	24 fps%	No	Video not allowed
Pre-Roll Video	640x360, 640x480px aspect ratio - 16:9 or 4:3 :15 or :30 Seconds Video	MPEG-4 Part 14, HTML5 or OGG	2 MB (15s) 4 MB (30s)	n/a	:15 or :30 seconds	n/a	Yes	Can include 300x250 companion banner; Both VAST and VPAID tags accepted
Rising Star Sidekick	Base Unit: 300x250, 300x600, 970x250 Expanded: 850x700	Base Unit - Flash, Image and Third party (Only IFrame) Expanded: Flash, Image, Video, Web URL and Third party (Only IFrame)	60K; 2.2 MB subsequent load	4 loops	15 seconds	24 fps	Yes	Close X on expanded Sidekick that closes and returns user to publisher page content User-initiated expand control in the in-page display unit "slides" page content to the left
Rising Star Slider	Base Unit: 950x90, Expanded: 950x550 behind slider bar (950x460 safe zone, the 950x90 base unit remains on the stage)	Anchored Unit: Image & Flash Expanded Unit: Image, Flash and Vast Wrapper Bar: One file: Image, png, jpg and Flash Two Files: Image & Flash	60K; 2.2 MB subsequent load	4 loops	30 seconds max	24 fps	Yes	Click or rollover initiates slider content. Must contain "Close X" in expanded slider bar and in slider content.
Rising Star Filmstrip	300x600 Window in which total ad size of 300x3000 scrolls (5 300x600 segments)	All - HTML/HTMLS, Flash and Image	60K; 2.2 MB subsequent load	4 loops	15 seconds	24 fps	Yes	No expansion
Rising Star Portrait	3 expanding modules placed in a 300x1050 window. Module 1: 270x460 expands to 613x460, Modules 2 and 3: 270x220 expand to 405x303	All - HTML/HTMLS, Flash, Image and Video. Logo requires only Image file	80K initial; 2.2 MB subsequent load	4 loops	15 seconds	24 fps	Yes	Layout: 15 pixels buffer at top, right, and left. 270x40 logo area beneath top buffer. 15 px buffer between logo area and Module 1. 10 px buffer between modules 1 and 2. 15 px buffer between modules 2 and 3. 55 pixel buffer at the bottom.
Rising Star Pushdown	Base Unit: 970x90, Expanded: 970x415	One file: Image and Flash Two Files: Image and Flash	80K initial; 2.2 MB subsequent load	4 loops	15 seconds	24 fps	Yes	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 click. Expanding Pushdown ad units "push" page content down rather than expanding over page content.
Rising Star Billboard	970x250	All - HTML/HTMLS, Image, Flash	60K initial load; 1 MB subsequent load	4 loops	30 seconds	24 fps	Yes	Needs Close Button that will collapse the billboard; Collapses to "Show Ad" text with icon (88x31 image) or "Show Ad" text/icon with residual branding in 62x88 px or 196x31 px image.
Yahoo Email Login Page	1440x1024 with a 600x450 safe zone for branded assets	JPG/PNG	150K	n/a	n/a	n/a	No	Video not allowed, template
AOL Email Login Page	1200x800 with a 750x650 safe zone for branded assets	JPG/PNG	150K	n/a	n/a	n/a	No	Video not allowed
In Banner Video	300x250. 160x600, 728x90, 300x600	MPEG-4 Part 14, HTML5 or OGG	100 K initial load, 1.1 MB subsequent load	4 loops	15 sec (unlimited for user initiated)	24 fps	Yes	No expansion
Connected TV	1280x720px :15 or :30 Seconds Video	MP3, MP4, AAC	75MB	n/a	:15 or :30 seconds	n/a	Yes	Required Rendition Frame Size & Bit Rate: HD 1280x720 @ 3000kpbs or SD 640x360@ 750kpbs, Ratio: 16:9, Frame Rate: 29.97fps, Field Order: none, progressive scan only, Audio Format/Codec: MP3, MP4, AAC supported, Audio Bit Rate: 196 kbps recommended, Sample Rate: 44.1 kHz, Bus Mode: Stereo, 300x250 companion banner where applicable, VAST 2.0 tags accepted