



Advertising Specifications,
Standards and Guidelines



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MOBILE AD FORMATS

Formats and functionality by device type

Standard Banners	Dimensions	File Size	File Format	Expansion
MOBILE LEADERBOARD	320x50	50kb	PNG, JPG, GIF	No
INLINE RECTANGLE	300x250	200kb	PNG, JPG, GIF	No
INTERSTITIAL	320x480	200kb	PNG, JPG, GIF	No

Animated GIF: 15 Seconds Max - 3 loops Max
Provide image assets at twice the display dimensions for high-definition devices

Rich Media Banners	Dimensions	File Size	Expansion
MOBILE LEADERBOARD	320x50 » 320x480	300kb	Yes
INLINE RECTANGLE	300x250 » 320x480	300kb	Yes
INTERSTITIAL	320x480	300kb	No

Minimum 24 fps for video;bv 15 sec max length for animation; 30 sec max length for video (unlimited user-initiated) 2.2 MB additional file size for host-initiated video (unlimited user-initiated).
Close button, Landing pages must be mobile optimized; include dimensions in file name; use MRAID specifications when appropriate.

Response Mechanisms	Requirements/Deliverables	Expandable Banner
Tap-to-CALL	Phone Number	
Tap-to-CALENDAR	.ICS File	
Tap-to-EMAIL	Email Address	
Tap-to-URL	HTTP://... or HTTPS://...	
Tap-to-MAP	Locations List	
Tap-to-APP DOWNLOAD	HTTP://...	
Tap-to-VIDEO	Approved Video (Please See Mobile Video Guidelines)	
SOCIAL FOLLOW	Approved Social Media Account	

Interactive Features

Tappable Photo Gallery	Social Integration	Swipe	Weather
Swipeable Photo Gallery	Count Down	360 Rotation	Wipe
Video Player	Map Viewer	Puzzle	Data Capture*
Carousel	Image Pan	Drag & Drop	Form Fill*

* feature not available for in app ads



MOBILE VIDEO SMARTPHONE

Formats and specifications for mobile video

All video should be MPEG-4

In-unit video should be size appropriate.
Play-time for in-banner video should be limited to 15-30 seconds.

Smartphones (e.g. iPhone & Android)

- The target size for video files should be around 1MB per 30 seconds of video
- Generated video files must be streaming compatible. Some encoders do this by default, others (such as ffmpeg - <http://www.ffmpeg.org/>) require you to post-process the files using qt-faststart.
- 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 (0) output for videos that expand out of initial ad upon interaction. For auto play videos, sound must be user-initiated.

Video Specifications (Pre-roll and In-unit)

- Codec: h.264
- Width and Height: Largest possible by 1920x1080 (16:9, 4:3 ratio)
- Maximum file size
 - Pre-roll: 50MB
 - In-unit: 10MB
- Frame rate: 15, 25 or 30 fps (use the lowest value that looks acceptable)
- Bit rate: 200-250kbps (use the lowest value that looks acceptable)
- Play Length: 15 - 30 seconds
- Tag: VAST Tags - SSL Compliant (HTTPS) - Pre-roll only



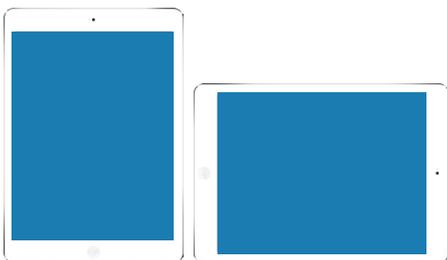
TABLET AD FORMATS

Formats and specifications

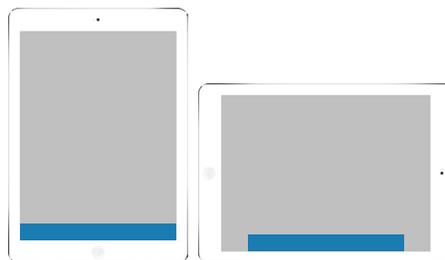
Standard Banners	Dimensions	File Size	File Format
IAB LEADERBOARD	728x90	200kb	PNG, JPG, GIF
IAB MEDIUM RECTANGLE	300x250	200kb	PNG, JPG, GIF
INTERSTITIAL	768x1024	200kb	PNG, JPG, GIF

Rich Media	Dimensions	File Size	Expansion
IAB LEADERBOARD	728x90 » 768x1024	350kb	Yes
IAB MEDIUM RECTANGLE	300x250 » 768x2014	350kb	Yes
INTERSTITIAL	768x1024	350kb	No

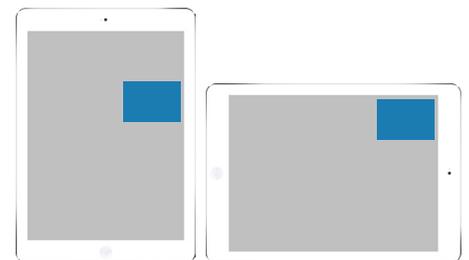
INTERSTITIAL



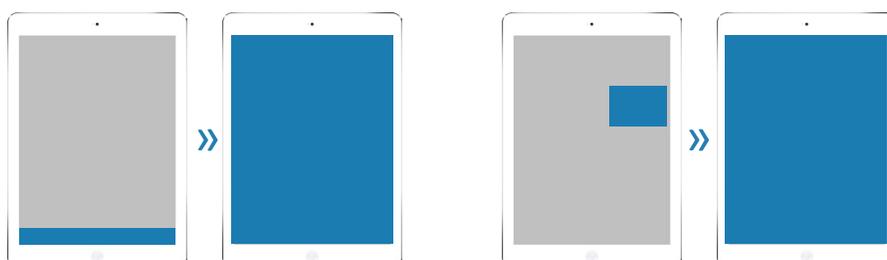
LEADERBOARD



300x250 RECTANGLE



EXPANDABLE





GENERAL AD GUIDELINES

Development and delivery specifications

Providing final ads

Ad creatives should be sent in one of the following formats:

- **PNG** (*.png; *.pns)
- **JPG** (*.jpg; *.jpeg; *.jpe)
- **CompuServe GIF** (*.gif)

Naming Conventions

In order for us to correctly traffic your ads, please follow our standard naming convention so we can keep track of your ads and sizes.

- **FORMAT:** advertiser_WIDTHxHEIGHT.ext
- **EXAMPLE:** toyota_320x50.png

Supplying Creative Assets

Providing the most editable versions of these assets as possible allows us to develop and optimize the ad with the best possible results. For best resolution quality, please deliver files double the size (i.e. 320x50 would be 640x100)

LAYERED ASSETS (RECOMMENDED):

- **Adobe Photoshop** (*.psd; *.pdd) Layered

LOGOS:

- **Adobe Illustrator**(* .ai; *.eps; *.svg)
- **PNG**(* .png) Transparent Background
- **Adobe Photoshop**(* .psd; *.pdd) Transparent Background

IMAGES: (Files in highest resolution possible):

- **.TIFF**
- **.JPG**

FONTS:

- **.ttf** (TrueType Font)
- **.otf** (OpenType Font)

All files should be sent 72 hours prior to launch date.

Static Banner/Landing page: 2 days for Design + 2 days for campaign set up (4 Business Days)
Rich Media: 3 days for Design + 3-5 days for build + 3 days for campaign set up (8-10 Business Days)
Approval Process is not included in above timeline



GENERAL NOTES

Development and delivery specifications

Notes

- File weight calculation: 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. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format.
- Host-initiated subload: where allowed, additional files may load one second after the browser `DOMContentLoaded` event. The ad should be able to “listen” for the browser `DOMContentLoaded` 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; however, bandwidth and device capabilities should be considered. In most cases 2.2 MB should be a sufficient maximum for complete file size. User initiation is the willful act of a user to engage with an ad, such as clicking or tapping.
- High resolution creative: For initial file load, size and file weights listed are for a pixel density of 1. For higher resolution devices, higher file weights may be accepted but no more than twice (2x) the guideline. Verify higher load limits with your publisher. The ad-serving vendor should be able to detect device pixel density and bandwidth and deliver appropriate resolution creative
- Mobile Optimized Experience: All call to actions should be mobile-optimized. For example, when directing to a landing page it should be optimized for the mobile device with simplified navigation, readable content without the need to zoom and touch.
- Shared Libraries: Publishers are encouraged to approve the use of shared libraries for HTML5 ads and exempt them from the ad’s file weight calculation. As part of the publisher’s certification process, both the shared libraries and their sources must be approved before any shared libraries may be exempted from the ad’s file weight.



HTML5

Development and delivery specifications

DEFINITION

An HTML5 ad is an HTML document that follows the W3C standards, meaning that web browsers must be able to render the ad like a web page. An HTML5 ad is its own independent document that is effectively operating from a different origin

HTML5 Display Ads

- Creative does not expand outside of its initial boundaries
- Is not dynamic and does not ingest external feeds
- All assets packaged and accounted for in the file size

File Size

- HTML5 ad file size should be expected to be larger than what has been defined for traditional creative
- File size is measured after compressing the ad including all code and assets to a .zip file
- The .zip file must include all referenced code such as Javascript libraries
- 130K on initial load, 1MB after user initiates action
- Once the .zip file is uncompressed, the ad (an html file) must be viewable without a network connection, with all code and assets used in the ad contained in the .zip file
- All assets and code for an HTML5 ad should be zipped and delivered together as one file to be unpacked and processed by the publisher. Some files such as Javascript libraries and fonts can be called from another location but the file size of any external files should be considered part of the initial overall file size because they contribute to ad load performance. User-initiated videos are excluded from initial ad load file size.

CODE COMPRESSION

- HTML, CSS and Javascript code are typically written in legible text that is highly compressible. Code minifiers and compilers help reduce file size by removing characters like white spaces and line breaks that make the code legible to humans but are not necessary for computers to execute. Minifying code reduces the input required for a coded ad to be compressed, resulting in a smaller ad file for web servers to unpack.

ASSET COMPRESSION

- Creative development tools for graphics, video and audio offer a wide array of options for balancing creative quality with file size thresholds. Asset compression is increasingly important with high-density displays.

Text and Fonts

- Ads with a lot of text or dynamic text content benefits from using text in HTML documents instead of images. HTML text should be used whenever possible while incorporating fonts stored as ad assets or delivered dynamically as web fonts. Using text improves readability, reduces image sizes and improves content accessibility.
- When web fonts must be accessed externally rather than downloaded as part of the ad .zip file, the external font file size must be calculated as part of the total file weight even though it's not included within the zipped asset file.



HTML5

Development and delivery specifications

Minimize File Count

- Ads with smaller file size reduce load time and negative impact to consumer viewing experience. To help reduce overall weight the number of individual files included for download should be minimized.
- Sprite sheets for ads that include several small assets
- Code compilers that can take all code (Javascript, CSS, HTML) and produce a single file

Central Processing Unit (CPU) Resources

- Developers should maximize code efficiency as much as possible so that the ad never uses the CPU to its capacity. Also, using CSS styling and transitions for animation diverts processing power to the GPU instead of the CPU.

Click Tag

- The ability to accurately measure when a consumer clicks the ad (clickthrough) is a critical feature of any ad server. Ad servers must be able to identify the click destination for the ad and swap it out with something it can control.

```
<a href="[click_redirect]http://your_url_goes_here.com" target="_blank"> </a>
```

Backup Experience

- In HTML5, the ad and its features need to be compatible with the browser to which it's served to display as intended. Compatibility depends on which APIs the HTML5 ad uses and whether the browser supports each of those APIs. Since HTML5 is a collection of APIs that browser manufacturers can adopt to be compliant or choose to implement only partially. Whether a browser supports HTML5 is not defined, it does or does not support individually incorporated elements.
- Ad designers must be aware of the HTML5 features they use. Depending on the API usage, an ad can be compatible with all existing browsers or only a certain subset. There are several tools available to identify which browsers support which features such as the IAB Wiki (http://www.iab.net/wiki/index.php/HTML5_for_Digital_Advertising_Resources)
- Graceful degradation is highly recommended. Just because one feature is not available on a given browser does not mean the ad is incompatible.
- No mandatory backup image is necessary given that the ad server can't control when to show it. Instead, the ad code must detect if certain features or APIs are failing and if so, the ad should degrade gracefully. Libraries such as Modernizer help with browser feature detection at run-time.

Zip File Contents

- There must be at least one html file in the .zip. If multiple html files exist, the ad server should prompt the uploader for the appropriate html file to use as the starting point.
- Structure files as needed. No specific rules are outlined for the folder structure of the .zip file. Files may be organized in subfolders or may be present solely within the root folder.
- All code and assets must be relatively