Policies

FOR MORE IN-DEPTH SPECS, SEE PAGES 2 & 3

The following policies must be adhered to. Should any creative not meet any of these policies, they will be rejected and not serve across any inventory.

• All Ads Must be SSL-compliant and purely HTML5 (Both MP4 and WebM must be used in XML for VAST Ads).
• OBA mandatory for US, Canada and Europe (UK, France, Germany, Switzerland, Austria, Poland, Italy, Spain).
• Display ad must have a working backup ad image at all times.
• Landing page must be crawl-able, no redirects or bridge pages allowed. The AudienceScience pixel must be present on the brand’s landing page.
• Ads must be clickable completely in all areas, must open in new tab/window, no pop ups allowed.
• Brand logo on the Ad must match with landing page and the content must be family safe.
• No Ads rotation between multiple sizes, lengths, skippable/non skippable, brands.
• Expandable Ads must be user-initiated (audio), click-to-expand or rollover-to-expand.
• Pure VPAID Ads are not supported. VPAID wrapped in VAST with flash/HTML5 media files are supported.
• Locally Shared Objects and 4th party calls are not permitted. Ads may not directly capture any personally-identifiable user information, no forms.
• No spyware, no malware, no viruses.
• VAST Ads must include a functional CORS header in all of its responses.
• ClickTag code requirement

Click-through functions must use the ‘getURL’ command:

• on(release){ getURL(_root.clickTag,"_blank"); }

ASci MACROS

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<th>TRACKING</th>
<th>MACRO</th>
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<tr>
<td>Cachebusting</td>
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<td>Click Tracking</td>
<td>ASI_CLICK_URL_UNENC / ASI_CLICK_URL_ENC</td>
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<tr>
<td>TYPE OF AD</td>
<td>SIZES ACCEPTED</td>
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<tr>
<td>DISPLAY</td>
<td>300x250, 728x90, 160x600, 180x150, 468x60, 300x600</td>
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<tr>
<td>IN-BANNER VIDEO</td>
<td>300x250, 728x90, 160x600</td>
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<tr>
<td>EXPANDABLE</td>
<td>160 x 600 to 600 x 600 300 x 250 to 600 x 250 728 x 90 to 728 x 315</td>
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<tr>
<td>VIDEO</td>
<td>Aspect ratio 4:3, 16:9, 5:2 Recommended durations: 10, 15, 20, 30 seconds</td>
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# Mobile

<table>
<thead>
<tr>
<th>TYPE OF AD</th>
<th>SIZES ACCEPTED</th>
<th>FILE SIZE LIMIT</th>
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| DISPLAY          | 300 x 250, 320 x 50, 728 x 90, 160 x 600, 336 x 280 (enquire for additional supported sizes) | 50kb for 300x50, 320x50, upto 200kb for other sizes                              | Required GIF/JPG/PNG format | HTML5 tag in JavaScript format | NA     | 24fps  | Max. Animation length allowed: 15s  
Max no. of loops allowed: 3 (within 15s)  
Border should be visible and contrasting |
| IN-BANNER VIDEO  | 300x250, 728x90, 160x600                                                        | Initial Load: 200KB Polite Load: 100KB User-Initiated Load: 2.2MB               | Same as Display       | HTML5 tag in JavaScript format | User Initiated only / muted by default | 30fps  | User Initiated only  
Auto-play is not permitted |
| EXPANDABLE/INTERSTITIAL | 320x50, 300x250, 120x600, 320x480, 728x90, 768x1024                             | Initial Load: 200KB max                                                        | Same as Display       | Same as Display               | Same as above | 24fps  | For Expandable In-Banner videos see above |
| VIDEO            | Aspect ratio: 4:3, 16:9, 5:2  
Recommended durations: 10, 15, 20, 30 seconds | 10MB max                                                                        | Inventory not guaranteed for companion banner | VAST 2.0, VPAID wrapped in VAST (*VAST 3.0 inventory limited)  
Media files – mp4, webm required | Mute option available. Use MP3 / AAC audio | 30fps  (Max Bitrate - 1000kbps) | Recommended Codecs: MPEG2, WMV, Hx264 / AAC, WebM, MP4 |
THANK YOU.

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