Display Advertisement Specifications for IP Targeting

Whether this is your first or fiftieth banner ad build, we're here to help you create an effective online campaign. Here are some basic guidelines to remember:

Ad specs are listed at the bottom of this document. Before you build, you may want to do a strategic review of which ads are best for your campaign. You may want to use all sizes or just a couple. Your choice of how many creatives you use depends upon what devices you want ads to appear on. Feel free to reach out to us at the contact information included here anytime you need to review.

CONTENT

A great display ad always has the following:
- An image
- A message
- A promotion
- A Call To Action (probably your button)
- Your Logo (can't run without it!)

ARTWORK

In general, use these instructions when creating artwork:
- Clean, simple, two or three colors with large font and a prominent button with a call to action written on it (such as "Save 20% Today, "Sign Up" or "Call Us Now")
- Animated. Whether it's with text or rotating images, animated ads perform better. Example, string of Christmas lights that toggle between red & green.
- Consider video. This is a highly effective form of online advertising. There are additional fees, but these do very well for certain demographics.
- Create two ads and consider running an A/B test first. It's well worth it before you serve the majority of your ads.

Creative should be sized in accordance with the ad dimensions listed below. We recommend that clients generate at least one creative in each size to maximize available placements.

✓ All creative sizes need to be less than 40KB

✓ Supported files: JPG or PNG (static), GIF (animated)

✓ If chosen to use, animated banner advertisements should not last more than 30 seconds, or no more than three (3) loops.
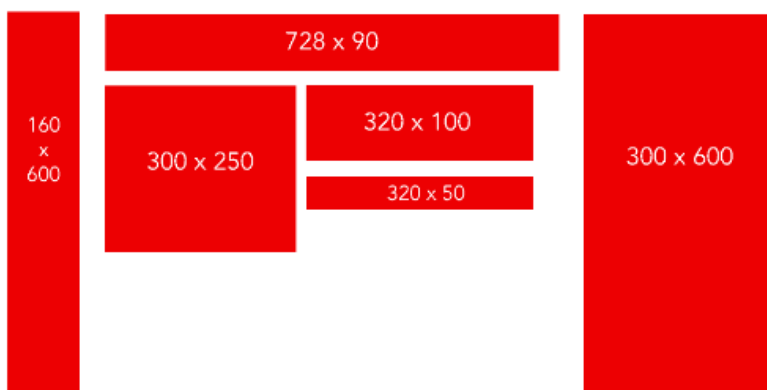
STATIC AD FRAMES

Desktop/Tablet Ads
- 160 x 600
- 300 x 250
- 300 x 600
- 320 x 50
- 320 x 100
- 468 x 60
- 728 x 90

Mobile
- 300 x 250
- 320 x 100

VIDEO ADVERTISEMENT SPECS

We have access to over 2 billion video ad impressions per day on tier one sites like YouTube. Our video targeting offering can place pre-roll, mid-roll and post-roll ads in 15, 30 and 60 second formats. (Although we recommend no more than 30 seconds).

Below are critical elements to keep in mind when placing video ads using our IP Targeting System

Standard video advertisement lengths
Length must be less than or equal to your requested duration (i.e. we can bid on a 15 second request with a 10 second video.)   The standard durations available via our system are:
- 15 seconds (most frequent size)
- 30 seconds (recommended max)
- 60 seconds

Maximum file size is 60MB. Note: We will encode your video down to a workable file size of between 2-5MB.

Standard video sizes are as follows:

400 x 225
400 x 300
480 x 360*
640 x 360*
1920 x 800*

Additionally, Google (youtube) only supports: 480x360, 640x360, and 1920x800.   If you want us to host the video, we will automatically encode any 400x225 and 400x300 video ads to fit Google's size requirements by adding letter boxes.

Companion ads are supported, but only standard image files are accepted. Flash files are not supported. Size formats are as follows:

300 x 250
300 x 60

Types of video placements available:
- Pre-Roll (This represents majority of inventory)

- Mid-Roll
- Post-Roll

Supported video file types are:
- Mov
- Flv
- Wmf
- mp4
- webm
- MPG

Correct aspect ratios are listed below. Note: If we host, we will encode and automate to the correct size.
- 4:3
- 5:2
- 16:9

Third party video tags
We support Tag Type VAST 2.0 and must include the following files (please note VPAID is not supported):

In order to be accepted by the exchanges, this tag must include the following files (please note VPAID is not supported):

- H.264 (MP4)
- Flash Video (FLV)

Note: Other formats may be included but will not be used. WebM is recommended, but not required.

DISPLAY AD AUDITING

Note: All ads are audited for display on the ad exchange and must contain at least one of the following to pass audit with sufficient brand recognition.

- Distinct brand name
- Clearly identifiable logo or brand icon
- Your destination landing page/URL/Website

DO

- Make your creative images be clear, recognizable, and relevant.
- Ensure all text appearing in the ad is clearly legible.

DO NOT

- Upload creative images or text that are sideways or upside down
- Promote online gambling (paid, free, or gateway to paid gambling; brick and mortar gambling is acceptable).
- Depict or deliver libelous, violent, tasteless, hate, defamatory, or illegal content.
- Portray partial or complete nudity, pornography, and/or adult themes and obscene content.
- Spawn pops, simulate clicks, contain malicious code, viruses, or executable files of any kind.
- Use explicit language, no spelling mistakes, no simulated expletives (e.g., #$%!).

QUESTIONS?

Contact us anytime. Email mtoivonen@mw-direct.com or call 216.251.2500 and ask for Marketing.