



Rich Media Creative Specifications

Rich Media can be defined as: advertisements with which users can interact (as opposed to solely animation and excluding click-through functionality) in a web page format. These advertisements can be used either singularly or in combination with various technologies, including but not limited to sound, video, or Flash, and with programming languages such as Java, Javascript, and DHTML. These Guidelines cover standard Web applications including e-mail, static (e.g. html) and dynamic (e.g. asp) Web pages, and may appear in ad formats such as banners and buttons as well as transitionals and various over-the-page units such as floating ads, page take-overs, and tear-backs. Rich Media also includes in-page and in-text digital video advertisements where the associated content is not streaming in a player environment.

It is important to note that these guidelines are intended to provide the industry with a lowest common denominator for creative specifications. The guidelines are not meant to place a limit on what can be accepted, however, agencies and advertisers should work with their publisher partners to understand what each one is able to accept.

Certified Rich Media Vendors

Adform
AdGenie
AdKeeper
AdMotion
Adnologies
Adrime
Advolution
Adriver
Bluestreak
DoubleClick
EyeWonder
Flashtalking
MediaMind/Eyebalster
Mediaplex
Pointroll
Spongecell
Teracent

Ad Unit Category	Format WxH	Max Initial Load File Size	Rich Flash File Size	Video (Polite Load)	Flash Specifics	Audio Initiation	Max Animation Length	Controls
Rich Media Ads	428x60	40K	100K	N/A	25fps	N/A	N/A	N/A
	728x90							
	300x250							
	120x600							
	160x600							
In-Page Video	428x60	40K	100K	2.2mb	25fps	User initiated (on Click)	30 sec	Clear & Visible Close x button is necessary Clear and Visible Play, Pause, Mute, rewind & volume controls for video content Direction of expandable ads may vary between publishers. Auto retracting functionality must be included in expanding ads and overlays
	728x90							
	300x250							
	120x600							
	160x600							
Expandable	300x250 – 600x350	40K	100K	2.2mb	25fps	User initiated (on Click)	N/A	Clear & Visible Close x button is necessary Clear and Visible Play, Pause, Mute, rewind & volume controls for video content Direction of expandable ads may vary between publishers. Auto retracting functionality must be included in expanding ads and overlays
	300x600 – 560x600							
	728x90 – 728x180							
	120x600 – 300x600							
	160x600 – 320x600							
Floating / Overlay	Dimensions of Overlay or floating ads vary. Refer to individual publisher specs.	N/A					10 sec	