

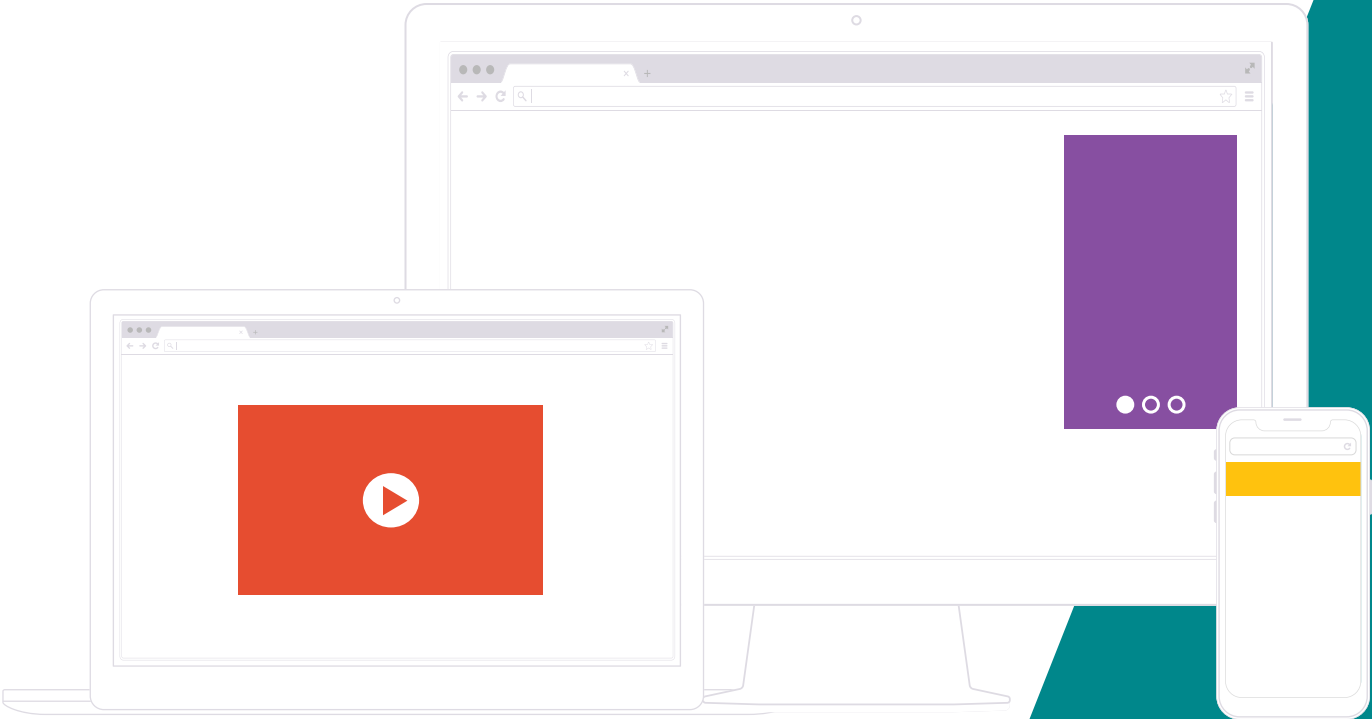
PROGRAMMATIC AD GUIDELINES & SPECIFICATIONS



UPDATED AUGUST 2020

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GENERAL GUIDELINES

BORDERS

Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content). IAB

CLICK-THRU

Creative must open into a new browser window. The target window for the click URL must be set to “_blank”.

CONTENT

All creative is subject to being audited. Ads containing the following products will likely be rejected: Adult products, age-restricted content, alcohol, casinos, firearms, ammunition, “free money,” get-rich quick schemes, gambling, prescription drugs, and tobacco products.

LANDING PAGE

Offer on ad should match offer on landing page. Landing pages must have a privacy policy on the page.

AD CALLS AND COOKIE DROPS

All 3rd party ad tags and trackers cannot have more than 100 HTTPS calls or 25 cookies drops.

SSL COMPLIANT

All creative, including all 3rd party tags and trackers and all ad responses within creative, must be SSL compliant (‘HTTPS’).

FLASH CREATIVE AND PIXELS

Flash creative (display and video) and flash based pixels in 3rd party creative are no longer supported.

WHITELISTING

Whitelist the following IP addresses for all geo targeted creatives to ensure creative previewing and auditing is successful.

IP Addresses: 183.82.111.212, 38.88.254.194 and 216.52.61.34

TRAFFICKING

We prefer 3rd party ad tags and accept 3rd party calls from most Ad Servers, Rich Media Vendors, and Ad Exchanges. Accepted 4th party calls are Research Products, Analytic/Performance Partners, Brand Lift Studies, and Verification Partners. 4th party calls could require a data rider to be signed.

SUBMISSION LEAD TIME

2 business days before campaign start date.

3RD PARTY TRACKERS

Limit of 4 3rd party trackers per creative.

STANDARD DISPLAY CREATIVE FORMAT

QUICK REFERENCE GUIDE

STANDARD DISPLAY

	CROSS DEVICE (INCLUDES DESKTOP)	MOBILE (WEB)	MOBILE (IN-APP)
REQUIRED DIMENSIONS	300X250, 728X90, 160X600, 320X50	320X50, 300X50	320X50
RECOMMENDED DIMENSIONS	300X600, 300X50, 320X100, 250X250, 970X250, 120X600, 336X280, 180X150, 970X90	300X250, 728X90, 160X600, 468X60, 180X150, 300X600, 970X90, 300X100, 336X280	300X250, 300X50
ADDITIONAL SIZES	SEE Appendix	SEE Appendix	SEE Appendix
FILE FORMAT	JPG, PNG, HTML5* *HTML5 creative must include coded clicktag	JPG, PNG, JAVASCRIPT, HTML5* *HTML5 creative must include coded clicktag	JPG, PNG, JAVASCRIPT, HTML5* *HTML5 creative must include coded clicktag
STATIC MAX FILE SIZE	150KB	150KB	40KB
HTML5 MAX FILE SIZE	150KB	150KB	150KB
HTML5 MAX HOST INITIATED SUBLOAD	300KB	N/A	N/A
HTML5 MAX USER INITIATED LOAD	2.2MB	2.2MB	2.2MB
ANIMATION & LOOPING LIMITATIONS	15 SECONDS, 3	15 SECONDS, 3	15 SECONDS, 3
MAX FRAME RATE	24 FPS	24 FPS	24 FPS
AUDIO INITIATION	USER INITIATED (MUTED BY DEFAULT)	USER INITIATED (MUTED BY DEFAULT)	USER INITIATED (MUTED BY DEFAULT)
MRAID	N/A	MRAID CREATIVE ALLOWED, BUT NOT PREFERRED.	MRAID CREATIVE ALLOWED, BUT NOT PREFERRED. * Use of MRAID will significantly impact ability segment targeting. Recommended to provide both MRAID and non-MRAID creative.
3RD PARTY TAGS	ACCEPTED, BUT UNITS RENDERING WITHIN THE 3 RD PARTY TAGS MUST ADHERE TO IMAGE FORMATS LISTED ABOVE. If animated creative, include a static backup image.	ACCEPTED, BUT UNITS RENDERING WITHIN THE 3 RD PARTY TAGS MUST ADHERE TO IMAGE FORMATS LISTED ABOVE. If animated creative, include a static backup image.	ACCEPTED, BUT UNITS RENDERING WITHIN THE 3 RD PARTY TAGS MUST ADHERE TO IMAGE FORMATS LISTED ABOVE. If animated creative, include a static backup image.

RICH MEDIA CREATIVE FORMAT

QUICK REFERENCE GUIDE

RICH MEDIA

	STREAMING VIDEO	EXPANDABLE / RETRACTABLE
REQUIRED DIMENSIONS	300X250, 180X150, 160X600, 728X90, 300X600	300X250, 180X150, 160X600, 728X90, 300X600
EXPANSION: MAX DIMENSIONS & DIRECTION	N/A	300X250 TO 600X250: DOWN AND LEFT 180X150 TO 600X150: DOWN AND LEFT 160X600 TO 600X600: RIGHT 300X600 TO 600X600: LEFT 728X90 TO 728X315: DOWN
EXPANSION: USER INITIATED	N/A	YES, MOUSE OVER OR USER CLICK; MOUSE-OFF TO CLOSE AND CLEAR CLOSE BUTTON
EXPANSION: HOT SPOTS	N/A	NO MORE THAN 3 AND NO MORE THAN 40% OF BANNER. NEED TO BE CLEARLY IDENTIFIED.
CHANNELS	DESKTOP, MOBILE	DESKTOP
HTML5 MAX FILE SIZE	INITIAL LOAD SIZE: 150KB OR LESS	INITIAL LOAD SIZE: 150KB OR LESS
HTML5 MAX HOST INITIATED SUBLOAD	300KB	300KB
HTML5 MAX USER INITIATED LOAD	2.2MB	2.2MB
ANIMATION & LOOPING LIMITATIONS	15 SECONDS, 3	15 SECONDS, 3
ANIMATION RESET	ANIMATION MAY RESTART WITH A MOUSE OVER, BUT MUST STOP IMMEDIATELY UPON MOUSE OFF.	ANIMATION MAY RESTART WITH A MOUSEOVER, BUT MUST STOP IMMEDIATELY UPON MOUSE OFF.
BACKUP IMAGE REQUIRED	YES	YES
AUDIO: AUTO OR USER CLICK	USER CLICK ONLY	USER CLICK ONLY
AUDIO: REQUIRED CONTROLS	MUTE CONTROL	MUTE CONTROL
VIDEO: EXPANSION	USER INITIATED BY CLICK OR 3-SECOND HOVER	USER INITIATED BY CLICK OR 3-SECOND HOVER
VIDEO: LENGTH	30 SECONDS	30 SECONDS
FRAME RATE	24 FPS	24 FPS
TRAFFICKING	TRAFFICKED IN JAVASCRIPT FORM, SING 3RD PARTY TAGS. MUST CONTAIN STATIC BACKUP IMAGE.	TRAFFICKED IN JAVASCRIPT FORM, USING 3RD PARTY TAGS. MUST CONTAIN STATIC BACKUP IMAGE.

VIDEO CREATIVE FORMAT

QUICK REFERENCE GUIDE

VIDEO

	DESKTOP	MOBILE (WEB)
REQUIRED DIMENSIONS	640X280 (4:3) OR 854X480(16:9)	640X280 (4:3) OR 854X480(16:9)
REQUIRED FILE FORMATS	.MP4, WEBM, .MOV	.MP4, WEBM, .MOV
RECOMMENDED FILE FORMATS	.M4A, .3G2, MJ2, 3GPP	.M4A, .3G2, MJ2, 3GPP
VAST* *URLS MUST BE 255 CHARACTERS OR LESS	2.0 OR 3.0	2.0
VPAID* *URLS MUST BE 255 CHARACTERS OR LESS	YES	YES
MAX FILE SIZE	300MB	200MB
MAX LENGTH	15, 30 OR 60 SECONDS	15, 30 OR 60 SECONDS
BIT RATES	480KBPS AND 720KBPS	480KBPS AND 720KBPS
FRAMES PER SECOND (FPS)	24 FPS	24 FPS
RATIO	4:3 OR 16:9	4:3 OR 16:9
AUDIO INITIATION	USER CLICK ONLY	USER CLICK ONLY
CONTROLS	MINIMUM FUNCTIONALITY TO INCLUDE "START/STOP" AND "VOLUME ON/OFF"	MINIMUM FUNCTIONALITY TO INCLUDE "START/STOP" AND "VOLUME ON/OFF"
VIDEO COMPRESSION	UNCOMPRESSED QUICKTIME .MOV OR .MOV ENCODED WITH .H.264 CODEC	UNCOMPRESSED QUICKTIME .MOV OR .MOV ENCODED WITH .H.264 CODEC
COMPANION BANNER	300X250, MUST BE EMBEDDED WITHIN VPAID TAG, NO GUARANTEES	NO
VIDEO INVENTORY	OWNERIQ CURRENTLY SUPPORTS LINEAR VIDEO ONLY	OWNERIQ CURRENTLY SUPPORTS LINEAR VIDEO ONLY

OWNERIQ CREATIVE

CONTENT POLICIES

INMAR-OIQ RESERVES THE RIGHT TO SUSPEND CLIENTS FOR ANY REASON AND THIS ENFORCEMENT APPROACH IS SUBJECT TO CHANGE. INMAR-OIQ WILL IMMEDIATELY, UPON DETECTION, SUSPEND ANY CAMPAIGN FOUND TO BE RUNNING A CREATIVE THAT INCLUDES MALWARE OR A VIRUS.

MALWARE ENFORCEMENT

1. FIRST OFFENSE (WITHIN A 12 MONTH PERIOD): ADVERTISER IS GIVEN 10 BUSINESS DAYS FROM TIME OF NOTIFICATION TO ADDRESS OR APPEAL A VIOLATION.
2. SECOND OFFENSE (WITHIN A 12 MONTH PERIOD): ADVERTISER IS SUSPENDED FROM RUNNING CAMPAIGNS WITH INMAR-OIQ;
3. THIRD OFFENSE (WITHIN A 12 MONTH PERIOD): ADVERTISER IS PERMANENTLY SUSPENDED FROM RUNNING CAMPAIGNS WITH INMAR-OIQ. ADVERTISERS WILL RECEIVE VERBAL AND EMAIL NOTIFICATION OF ANY VIOLATIONS VIA THEIR ACCOUNT MANAGER.

APPENDIX

ADDITIONAL AD SIZES

DISPLAY (DESKTOP)

88X31	300X250	600X150
120X20	300X500	600X250
120X60	300X600	640X360
120X90	300X1050	640X383
120X240	300X3000	700X500
120X600	320X100	720X300
125X125	320X180	728X90
160X600	320X240	728X315
180X150	320X480	750X90
195X130	336X280	768X90
195X260	360X480	850X550
200X200	400X300	930X180
229X87	425X600	970X60
234X60	468X60	970X66
240X400	470X246	970X90
240X600	480X360	970X250
250X250	500X300	970X415
300X31	550X480	970X550
300X100	580X460	

DISPLAY (MOBILE WEB)

120X20	320X180	414X50
120X240	320X240	468X60
125X125	320X250	470X246
160X600	320X480	480X360
180X150	324X100	500X300
200X200	326X100	610X60
216X36	330X100	640X360
234X60	336X280	640X383
250X250	338X280	720X300
300X31	340X100	728X90
300X50	340X250	750X90
300X60	340X280	768X90
300X100	345X280	950X90
300X250	350X280	970X66
300X600	360X100	970X90
310X250	360X280	970X250
320X50	360X50	
320X100	365X100	
320X120	375X100	

DISPLAY (MOBILE IN-APP)

168X28	414X50
216X36	480X60
300X250	480X320
300X50	728X90
320X50	768X1024
320X120	800X600
320X480	1024X768
340X350	1080X1920
375X50	