

DISPLAY

	Dimensions	Max File Size	Accepted File Formats	Third Party Serving Allowed?	Animation	Looping Restrictions	Frames per Second
Required	728x90, 160x600 300x250	40K, larger sizes acceptable	GIF, JPEG, HTML5	Yes: DoubleClick, Atlas, Media Plex, EyeBlaster preferred. (Include Internal Redirect Tag for DART)	15 seconds max	3x	18

Recommended dimensions: 970x250, 300x600, 720x480

VIDEO

	Format Length	Accepted File Formats	Encoded Bit Rate	Aspect Ratio	Frame Rate	Audio Initiation	Max File Size	IAB Standards
Standard	:15, :30, or :60 sec.	MPEG4, FLV, WMV, MPEG, or MOV	min. 500 kbps	Videos must have an aspect ration of 16:9 (e.g. 640x360) or 4:3 (e.g. 640x480)	29.95 fps recommended (minimum 24)	User Initiated Only	50 MB	Vast 2.0 Compliant

MOBILE DISPLAY (WEB & IN-APP INCLUDED)

	SMART PHONE			TABLET		
	Dimensions	Accepted File Formats	Max File Size	Dimensions	Accepted File Formats	Max File Size
Required	320x50, 480x60, 300x250	GIF, JPEG, HTML5	40K	728x90, 300x250	GIF, JPEG, HTML5	40K
Optional	320x480, 480x320	GIF, JPEG, HTML5	40K	768x1024, 480x80, 120x600	GIF, JPEG, HTML5	40K

MOBILE VIDEO

Phone/Tablet

Format Length	Format Accepted	Encoded Bit Rate	Aspect Ratio	Frame Rate	Audio Initiation	Maximum File Size	IAB Standards
:15, :30, or :60 sec.	MPEG4, FLV, WMV, MPEG, or MOV (ask if not listed)	min. 500 kbps	Videos must have an aspect ratio of 16:9 (e.g. 640x360) or 4:3 (e.g. 640x480)	29.95 fps recommended (minimum 24)	User Initiated Only	50MB	Vast 2.0 Compliant

SOCIAL

Facebook Advertising Specs

http://fbrep.com/SMB/Facebook_Creative_Specs_One-Sheet.pdf

- Images on Facebook cannot contain text covering <20% of the canvas: https://www.facebook.com/ads/tools/text_overlay

LinkedIn Advertising Specs

<http://adspecs.liasset.com>

Twitter Advertising Specs

- Promoted Account: Brand Name and @handle
- Promoted Tweet: 140 characters (including links)
- Promoted Trend (Hashtag): 19 character
- Images take up 24 characters

General Advertising Specs

- Ads should not be designed to blend in with the site (e.g. do not mimic editorial fonts or colors, etc.).
- Ads with a white or transparent background must include a 1 pixel-wide border.
- Sponsor of the advertising message must be clearly identified Audience Partners reserves the right to decline any advertising (e.g. "alert" window ads, false computer messages, etc.).
- Audience Partners reserves the right to ask for revisions if not in keeping with its standards.

General Guidelines:

- Advertiser's landing page must match the offer being made in the advertisement.
- An ordinary person must be able to make an informed decision from the offers in the ad.
- It is the advertiser's responsibility to ensure that all product claims, warranties, guarantees or other assurances comply with applicable laws & regulations.
- Ad unit and landing page must have detailed disclosures/disclaimers as appropriate
- Banners may not "Flash" messages which overly distract the user.
- All banners and advertising, when clicked, will launch the linked site in a new browser window.

Ad Content Restrictions

Ads may not contain content that:

- is false, deceptive, misleading, defamatory, libelous, or threatening
- breaches or infringes any third party's publicity, privacy or intellectual property rights
- includes or promotes pornography, racism, hate, illegal drugs or weapons, or any other activity that is illegal or against public policy
- includes or promotes "spam," Malicious Code, adware or spyware
- is prohibited by applicable publishers or ad-serving partners
- Audience Partners considers in good faith to be offensive or otherwise inappropriate.

Creative CANNOT:

- Use "bait and switch" tactics, e.g. advertising that promotes an unavailable product or price as a means of luring the user into purchasing a different product.
- Display false functionality—contain graphics that simulate interactivity where no such interactivity exists.
- Resemble error messages or Windows/Mac/Unix dialogue boxes.
- Prompt a download.
- Mimic news headlines in design, tone, third person sentence structure, or topic.