

Rich Media Guidelines

Heavy accepts rich media for all IAB units on our site. Any in-banner, polite, streaming ads are supported, however expandable ads are not.

Heavy requires 7 business-day lead time to test and implement rich media solutions.

3rd party tags must be live at the time of submission to enable thorough testing before launch.

Audio in the unit can only be initiated upon click:

- Play, Stop/Pause, and Mute buttons are preferred
- Stop/Mute and Start buttons are required.
- Looping: User can select additional loops by using play functionality

External Calls

- All FLASH banners require a clickTAG. For ALL Flash banners a clickTAG command on the button layer is required as shown below:

```
on (release){
  GetURL (_root.clickTAG);
}
```
- Opening new windows are handled by Heavy Ad operations, if that code is used the clickthrough functionality will not be possible.
- The clickTAG button should be on the topmost layer.

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Polite/In-Banner Streaming Units

All streams must be user initiated upon click. NO EXCEPTIONS. Audio or video file may not start begin download until the user has initiated the stream

- Back up image required (either GIF or JPG), max 20k.
- Max initial file size for all IAB units is 40k, including the player buttons.
- Max secondary download is 100k (for the entire ad).
- Please note: The Polite portion of the ad will load after the rest of the Heavy page its being displayed on finishes loading.

Video & Audio

- Video stream may be a maximum of 1mb. Smaller video stream sizes will have a better serving ratio.
- Audio must be activated by user click. (User initiated)
- There are no frequency caps on the video portion of banners containing streaming video; the video can play every time the user sees the banner.
- Audio served independent of a video stream may be 15 or 30 seconds.
- The User Click can activate progressive download streaming.
- There is a 30 second maximum on video and audio stream length.
- Stop/Mute and Start buttons are required.
- Replay (Looping): User can select additional loops by using play functionality

Cookies

- Only vendors can set cookies.
- Fourth party cookie setting is only permitted by Heavy-approved third party servers.