

# Standard IAB Guidelines

## Medium Rectangle (300x250)

- Image Types Gif, jpeg, standard 3rd party tags
- Max File Size 40K
- Animation Time 20 seconds
- Audio Time User initiated (on click) 20 seconds

## Leaderboard (728x90)

- Image Types Gif, jpeg, standard 3rd party tags
- Max File Size 40K
- Animation Time 20 seconds
- Audio Time User initiated (on click) 20 seconds

## 3:1 Rectangle (300x100)

- Image Types Gif, jpeg, standard 3rd party tags
- Max File Size 40K
- Animation Time 20 seconds
- Audio Time User initiated (on click) 20 seconds

# Standard IAB Guidelines

Ads must conform to specifications outlined herein. Elements not meeting specifications will be returned for revision, which may delay the campaign Start/ Launch date.

## **Alternate Text**

- Maximum 70 characters

## **URLs**

- Neither the target URL nor the click-through URL may exceed 200 characters
- If URL is not submitted, we will default to the URL identified in the contract; the URL you provide must be viewable in Microsoft Internet Explorer 3.0 and above and Netscape 4.0 and above.
- Capital or lowercase letters (A through Z or a through z), Numbers, 0 through 9, Special characters / ~ \_ ? - # = | ; \$ @ & + % ! \* " ' ( )

## **Flash Player version**

- Publish as 6 and higher
- NOTE: All flash files must be fully functioning in Flash Players 6 and higher.

## **Frame Rate**

- Macromedia recommends when designing an ad banner to keep the frames per second as low as possible 18 fps or lower; ideally 12 fps.

## **Animation**

- Flash offers the ability to create additional animation on rollover. Our standard animation spec is 15 seconds max, but flash ads can additionally animate upon rollover, as long as the animation stops as soon as the user rolls off of the ad