

SUPPORTED AD TYPES

JPEG; PNG; GIF; or 3rd party script tags for HTML 5 creative

BANNER SIZES

Required: 320x50

Other: 300x250, 320x480, 728x90, 300x50

HTML5 BEST PRACTICES

- When creating HTML5 ads, include the .JS in HTML [especially when using Adobe Animate]
- Make a spritesheet for images.
- Once published go back into the HTML5 file and update the image source link to be public/global *Where the image spritesheet or image assets are located on the server they will be housed at.*
- Add the correct DCM to the file here:
<https://support.google.com/dcm/partneranswer/3145300?hl=en>
DCM needs to be added from the get-go.

FILE WEIGHTS Suggested under 40KB

LENGTH All animated creative should freeze after 30 seconds of animation

MINIMUM/MAXIMUM

Min: 100,000 impressions/mo

Max: 90 day campaign

VENDOR/ADVERTISER REQUIREMENTS

- The vendor/advertiser must provide a standalone file that can be uploaded as is (without calling local files).
- The vendor/advertiser should confirm that the ads render in an html tester like this one: http://www.w3schools.com/html/tryit.asp?filename=tryhtml_default

LIVE WITHIN 3 BUSINESS DAYS

from complete submission of all campaign materials