

# NMT Ad Hub Online Ad Specs

(Updated 12/14/2016)

These specs are based primarily on Interactive Advertising Bureau (IAB) ad specs and are to be used by all properties supported by NMT.

**\*\*Note: IAB, Google, Yahoo and most ad networks under the Engine 212 umbrella require standard banner ads to be less than 150k in file size for banner ads and less than 50k for mobile ads. Some networks may require the older 40k file size standard for all ads.**

IAB Specs Source: <https://www.iab.com/guidelines/iab-display-advertising-guidelines/>

Yahoo Specs Source: <http://adspecs.yahoo.com/pages/guidelines/>

Google Specs Source: <https://support.google.com/adxbuyer/answer/1325008?hl=en> (Ad Exchange/GDN)

## Standard Banner Ad Specs

Ad Names	Ad Size (Pixels)	Ad Size (Inches)	Formats Accepted	Max Initial File Size	Max Animation Time	Audio	3rd Party	Rich Media Options
Leaderboard, North, A, LDR, DawgbtA	728 x 90	10.111 x 1.250	jpg, png, gif, html5	150k	15-sec	On user click	Yes	Polite
Skyscraper, Sky, B, Homesky	160 x 600	2.222 x 8.333	jpg, png, gif, html5	150k	15-sec	On user click	Yes	Polite
Large Rectangle, Lrec, C, PIP, DawgbtC	300 x 250	4.165 x 3.472	jpg, png, gif, html5	150k	15-sec	On user click	Yes	Polite, In-Banner Video
Large Skyscraper, LSky, B+, Ssky, DawgbtBP, Jobhalf	300 x 600	4.165 x 8.333	jpg, png, gif, html5	150k	15-sec	On user click	Yes	Polite, In-Banner Video
South, D, athold, augold, savold	728 x 90	10.111 x 1.250	jpg, png, gif, html5	150k	15-sec	na	Yes	na
Small Rectangle, srecl	300x150	4.165 x 2.083	jpg, png, gif, html5	150k	15-sec	na	Yes	na

## Rich Media Premium Ad Specs

Ad Names	Ad Size (Pixels)	Ad Size (Inches)	Formats Accepted	Max Initial File Size	Max Animation Time	Audio	3rd Party	Rich Media Options
Sliding Billboard, SBB, (slidebil, inbilbor)	950 x 300 *	13.194 x 4.165	Animated: html5, gif Static: jpg, png, gif	150k	10-sec	On user click	Yes	Video, Expandable, Polite
Sliding Billboard - pencil ad (pencil)	950 x 30	13.194 x 0.415	Animated: html5, gif Static: jpg, png, gif	30k	15-sec	na	Yes	Polite
Interstitial (intersti) / Premercial (premercl)	500 x 500	6.944 x 6.944	Animated: html5, gif Static: jpg, png, gif	150k	10-sec	On user click	Yes	Video, Polite
Billboard (onlbilbd)	970 x 250	13.472 x 3.472	Animated: html5, gif Static: jpg, png, gif	150k	15-sec	On user click	Yes	Video, Polite
Pushdown (ipsh)	970x415	13.472 x 5.764	Animated: html5, gif Static: jpg, png, gif	150k	15-sec	On user click	Yes	Video, Polite
Wallpaper (walpaper)	1654 x 950 #	22.972 x 13.194	Static only: jpg, png, gif	250k	na	na	Yes	na
Wallpaper (walpapr2)	1900 x 1600 #	26.388 x 22.222	Static only: jpg, png, gif	250k	na	na	Yes	na

### Rich Media Notes:

- \* Some sites use larger sliding billboards or pencil expanders. Adwatch size is 950x300, but if larger creatives are submitted, those can be loaded into Clipcentric. That will not affect the order in DFP, since all SBBs are assigned as 950x30 creatives.
- Auto-expanding ads such as sliding billboards are proposed to be phased out during 2017 by IAB. Newer replacements such as pushdowns that only expand on user initiation are gaining momentum for the time being, but also may be phased out.
- Sliding Billboards and Pushdowns must be built as two separate creatives, each of which is imported into Clipcentric. Tags are generated via Clipcentric.
- Regular billboards load open and stay open unless user closes them. There is no auto-expansion.
- # Wallpapers require the viewable image to be only part of the full image size. Photoshop templates are available.
- Ads with overlays, such as interstitials, are also targeted for phase out by IAB during 2017.
- Mobile interstitials with overlays should be eliminated immediately because of the effect on Google search rankings.

### Mobile/iPad Ad Specs

Ad Names	Ad Size (Pixels)	Ad Size (Inches)	Formats Accepted	Max Initial File Size	Max Animation Time	Audio	3rd Party	Rich Media Options
Moblsite, mobilesp	300 x 50	4.165 x 0.694	jpg, png, gif, html5	50k	15-sec	na	Yes	na
Moblapp1, mobilapp2	320 x 50	4.440 x 0.694	jpg, png, gif, html5	50k	15-sec	na	Yes	na
Mobl120 (Yahoo)	120 x 20	1.665 x 0.277	jpg, png, gif, html5	15k	15-sec	na	Yes	na
Mobl168 (Yahoo)	168 x 28	2.333 x 0.388	jpg, png, gif, html5	15k	15-sec	na	Yes	na
Mobl216 (Yahoo)	216 x 36	3.000 x 0.500	jpg, png, gif, html5	15k	15-sec	na	Yes	na
Moblbanr (Yahoo)	300 x 50	4.165 x 0.694	jpg, png, gif, html5	15k	15-sec	na	Yes	na
iPad Interstitial (inttl/lr)	300x600 & 300x250	4.165 x 8.333 (& 4.165 x 3.472)	jpg, png, gif, html5	150k	15-sec	On user click	na	Video

### New Mobile Rich Media Ad Specs

Ad Names	Ad Size (Pixels)	Ad Size (Inches)	Formats Accepted	Max Initial File Size	Max Animation Time	Audio	3rd Party	Rich Media Options
Scratch Off (scrtoff)	300 x 250	4.165 x 3.472	jpg, png, gif, html5	150k	15-sec	na	Yes	na
Flip (flip)	320 x 50	4.44 x 0.694	jpg, png, gif, html5	150k	15-sec	na	Yes	na
Filmstrip (filmstrip)	320 x 50 + 320 x 480	4.44 x 0.694 + 4.44 x 6.666	jpg, png, gif, html5	150k	15-sec	na	Yes	na
Accordion (accordn)	300 x 50 + 300 x 250	4.165 x 0.694 + 4.165 x 3.472	jpg, png, gif, html5	150k	15-sec	na	Yes	na
Swell (swell)	300 x 50 + 300 x 250	4.165 x 0.694 + 4.165 x 3.472	jpg, png, gif, html5	150k	15-sec	na	Yes	na
Animate by Scroll (anim-scr)	300 x 250	4.165 x 3.472	jpg, png, gif, html5	150k	15-sec	na	Yes	na
Interscroller (interscr)	300 x 50 + 300 x 600	4.165 x 0.694 + 4.165 x 8.333	jpg, png, gif, html5	150k	15-sec	On user click	na	Video
Cube (spincube, spincub2 * 6)	300 x 300	4.167 x 4.167	jpg, png, gif, html5	200k	30-sec	na	na	na

**Specialty Ad Specs** (some of these may no longer exist)

Ad Names	Ad Size (Pixels)	Ad Size (Inches)	Formats Accepted	Max Initial File Size	Max Animation Time	Audio	3rd Party	Rich Media Options
Microbnr (ATH)	70 x 50	0.972 x 0.694	jpg, png, gif	40k	na	na	Yes	na
Fcbk-rc, D100x80	100 x 80	1.389 x 1.111	jpg, png, gif	40k	na	na	na	na
Sponsor Logo (dspnlogo)	120x60	1.666 x 0.833	jpg, png, gif, html5	40k	15-sec	na	na	na
Jobhire (SAV)	120 x 90	1.666 x 1.250	jpg, png, gif	40k	na	na	Yes	na
Featemp, tile (AUG, LUB, SAV, TOP)	125 x 125	1.736 x 1.736	jpg, png, gif	40k	na	na	Yes	na
EmpFeat, Button, Jobutton	140 x 140	1.944 x 1.944	jpg, png, gif	40k	na	na	Yes	na
Sticky Remnant (LUB, SAV)	160 x 90	2.222 x 1.250	jpg, png, gif	40k	na	na	Yes	na
Real Estate Button (JAX)	160 x 100	2.222 x 1.388	jpg, png, gif	40k	na	na	Yes	na
Sky-Intr (AMA)	160 x 300	2.222 x 4.165	jpg, png, gif	40k	na	na	Yes	na
D225x40 (AUG)	225 x 40	3.125 x 0.556	jpg, png, gif	40k	na	na	Yes	na
Enhlstng (SAR)	300 x 70	4.165 x 0.972	jpg, png, gif	40k	na	na	Yes	na
Slideshow (ATH)	300 x 250	4.165 x 3.472	jpg, png, gif	40k	na	na	Yes	na
Lrgtile (AUG)	500 x 500	6.944 x 6.944	jpg, png, gif	40k	na	na	Yes	na
Slideshow2 (AMA)	504 x 360	7.000 x 5.000	jpg, png, gif	40k	na	na	Yes	na
Slideshw (ATH)	510 x 425	7.083 x 5.902	jpg, png, gif	40k	na	na	Yes	na
Email	550 x 1200	7.639 x 16.667	Static only: jpg		na	na	na	na
Reader's Choice Online Slider (Atholrct - ATH)	820 x 120	11.388 x 1.665	jpg, png, gif	40k	na	na	Yes	na

**Yahoo Ad Specs**

Ad Names	Ad Size (Pixels)	Ad Size (Inches)	Formats Accepted	Max File Size	Max Animation Time	Audio	3rd Party	Rich Media Options
North, A, N (yahanor)	728 x 90	10.111 x 1.250	jpg, png, gif, swf	40k	15-sec	On user click	Yes	Polite
BT Sky (yahosksh)	120 x 600	1.665 x 8.333	jpg, png, gif, swf	40k	15-sec	On user click	Yes	Polite
Skyscraper, Sky, B (yahosky)	160 x 600	2.222 x 8.333	jpg, png, gif, swf	40k	15-sec	On user click	Yes	Polite
Large Rectangle, Lrec, C (yaholrc)	300 x 250	4.165 x 3.472	jpg, png, gif, swf	40k	15-sec	On user click	Yes	Polite, In-Banner Video
Monster, Mon (yahomon)	425 x 600	5.902 x 8.333	jpg, png, gif, swf	40k	15-sec	On user click	Yes	Polite, In-Banner Video

## Animated GIF Specs

- Must meet other file size guidelines, in most cases less than 150k file size.
- Looping cannot be set to Forever; animation must end within 15 seconds in most cases.
- Animated GIF ads CAN be used for mobile ads, banner ads and rich media ads.
- Ad Hub cannot build animated GIFs via Adwatch, we can only send externally provided animated GIFs as is directly to AdOps or E212 teams. They should not be imported into Adobe Animate.
- The only way for Ad Hub to generate animated GIFs is externally from Adwatch. Adobe Animate can generate animated GIFs as long as the GIF template is used instead of HTML5 template. This should be done only in rare cases.

## HTML5 Specs

- A zip file must be provided that meets other file size specs, specifically less than 150k in most cases.
- Zip file must contain an html file (usually index.html but not required to use that name).
- Zip file must contain all files on same level; no sub-folders.
- Static backup file must be included in zip file.
- Specific HTML5 authoring tool guidelines:
  - Google Web Designer
    - Must be built with correct environment for designated ad network
      - Local sites – doubleclick environment
      - E212 Adwords/GDN – adwords environment
      - Other E212 networks – genericad environment
        - These will need to be tested on the specific network
  - Adobe Animate
    - Must include these items
      - Meta tag with ad dimensions
      - Link to external createjs javascript file
      - Code for clicktags so that clickthrus are recorded
      - (we have templates that include above items for all file sizes)
  - Tumult Hype
    - Must generate all files within same folder
  - Other html5 tools
    - Zip files will need to be tested on the designated ad network
- **Please allow 3-5 days before publication for testing any externally provided html5 files.**
- **Do NOT expect externally provided html5 files to work the first time.**
- **Do NOT submit external html5 files day before order starts and expect order to start on time.**

## GENERAL DISPLAY ADVERTISING GUIDELINES

- Animation cannot exceed 15 seconds. Animation can begin again on mouse over, but must stop immediately on mouse off.
- Flash creatives are no longer accepted.
- Creatives must conform to specifications outlined herein. Elements not meeting specifications will be returned for revision, which may delay the launch date.
- Avoid strobing or repeated animation of text or images; creative will likely be rejected by the ad networks.
- No obscene or otherwise objectionable images.
- Many ad networks require creatives to have a distinct border.
- Animated creatives without branding on final frame may be rejected by some ad networks.