Display Advertisement Specifications for IP Targeting

Whether this is your first or fiftieth banner ad build, we're here to help you create an effective online campaign. Here are some basic guidelines to remember:

Ad specs are listed at the bottom of this document. Before you build, you may want to do a strategic review of which ads are best for your campaign. Some will use all sizes and some may use just a couple. Feel free to reach out to us at the contact information included here anytime you need to review.

CONTENT
A great display ad always has the following:
- An image
- A message
- A promotion
- A Call To Action

ARTWORK
In general, use these instructions when creating artwork:
- Clean, simple, two or three colors with large font and a prominent button with a call to action written on it (such as "Save 20% Today", "Sign Up" or "Call Us Now")
- Animated. Whether it's with text or rotating images, animated ads perform better. Example, string of Christmas lights that toggle between red & green.
- Consider video. There are additional fees, but these do very well for certain demographics.
- Create two ads and submit an A/B test first. It's well worth it before you serve the majority of your ads.

Creative should be sized in accordance with the ad dimensions listed below. We recommend that clients generate at least one creative in each size to maximize available placements.

✓ All creative sizes need to be less than 40KB

✓ Supported files: JPG; GIF, and PNG

✓ If using .swf files, please make sure that the click Tag is functioning properly.

✓ If chosen to use, animated banner advertisements should not last more than 30 seconds, or no more than three (3) loops.

STATIC AD FRAMES

- 728 x 90 Top of page Banner Ad, desktop
- 160 x 60 Skyscraper (desktop, tablet)
- 300 x 600 (desktop, laptop, large-format mobile)
- 300 x 250 (mobile, desktop and tablets)
- 320 x 50 (tablet)
- 320 x 100 (mobile, smartphones)

728 x 90

160 x 600

300 x 250

320 x 100

320 x 50

300 x 600
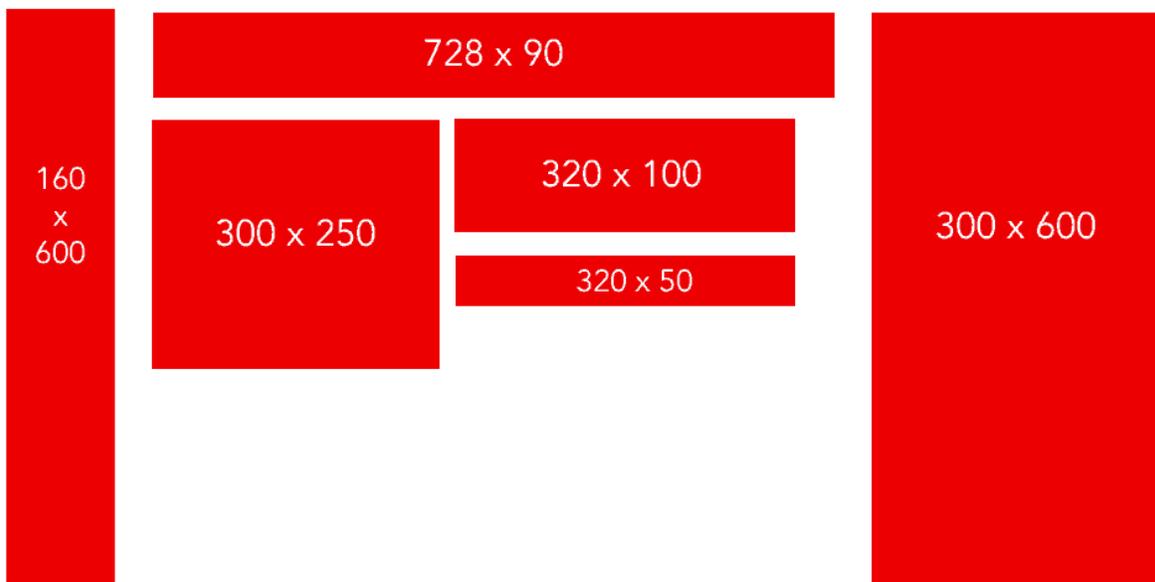
VIDEO ADVERTISEMENT SPECS

Types of video placements available:

- Pre-Roll (This represents majority of inventory)
- Mid-Roll
- Post-Roll

Supported video file types are:

- Mov
- Flv
- Wmf
- mp4
- webm
- MPG

Correct aspect ratios are listed below. Note: If we host, we will encode and automate to the correct size.

- 4:3
- 5:2
- 16:9

Standard video dimensions are:

- 400 x 225 (we will adjust up with letter boxes)
- 400 x 300 (we will adjust up with letter boxes)
- 480 x 360 (google)
- 640 x 360 (google)
- 1920 x 800 (google)

Note: Companion ads are supported, but only standard image files are accepted. Flash files are not supported. Size formats are as follows:

- 300 x 250
- 300 x 60

Standard video advertisement lengths
Length must be less than or equal to your requested duration (i.e. we can bid on a 15 second request with a 10 second video.)   The standard durations available via our system are:

- 15 seconds
- 30 seconds
- 60 seconds

Maximum file size is 60MB. Note: We will encode your video down to a workable file size of between 2-5MB.

Third party video tags
We support VAST 2.0 and must include the following files (please note VPAID is not supported):

- H.264 (MP4)
- Flash Video (FLV)

Note: Other formats may be included but will not be used. WebM is recommended, but not required.

DISPLAY AD AUDITING

Note: All ads are audited for display on the ad exchange and must contain at least one of the following to pass audit with sufficient brand recognition.

- Distinct brand name
- Clearly identifiable logo or brand icon
- Your destination landing page/URL/Website

DO

- Make your creative images be clear, recognizable, and relevant.
- Ensure all text appearing in the ad is clearly legible.

DO NOT

- Upload creative images or text that are sideways or upside down
- Promote online gambling (paid, free, or gateway to paid gambling; brick and mortar gambling is acceptable).
- Depict or deliver libelous, violent, tasteless, hate, defamatory, or illegal content.
- Portray partial or complete nudity, pornography, and/or adult themes and obscene content.
- Spawn pops, simulate clicks, contain malicious code, viruses, or executable files of any kind.
- Use explicit language, no spelling mistakes, no simulated expletives (e.g., #$%!).

QUESTIONS?

Contact us anytime. Email mtoivonen@mw-direct.com or call 216.251.2500 and ask for Marketing.