



Creative Ad Specs

Site/Placement	Ad Dimension	Approved File Type	Max File Size	Looping Requirements	Animation Requirements	Max Frame Rate	User-Initiated Audio Announcements	Notes
Cross Platform Standard Banners	300x250, 728x90, 160x600, 320x50 and 300x600	All (JPG/.GIF, HTML/HTMLS)	150K	4 loops	15 seconds	24 fps	Yes	1 pixel black border is required on all sides
Expandable Banners	300x250 (600x250), 728x90 (728x315), 160x600 (600x600)	All (JPG/.GIF, HTML/HTMLS)	150K	4 loops	15 seconds	24 fps	Yes	1 pixel black border is required on all sides
Interstitials	640x480, 300x250, 320x480	All (JPG/.GIF, HTML/HTMLS)	150K	4 loops	24 fps	24 fps	Yes	1 pixel black border is required on all sides
Mobile Interstitial	300x250, 320x480	All (JPG/PNG, Animated .GIF, HTML/HTMLS)	150K	4 loops	24 fps	24 fps	Yes	1 pixel black border is required on all sides
Mobile or Click-to-Call Mobile	300x250, 320x50	All (JPG/PNG, Animated .GIF, HTML/HTMLS)	150K	4 loops	15 seconds	24 fps	Yes	1 pixel black border is required on all sides
Mobile Adhesion	Mobile Portrait: 320x50/Landscape: 480x50 Tablet Portrait: 768x90/Landscape: 1024x90	JPG/PNG, Animated .GIF	150K	4 loops	15 seconds	24 fps	No	Video not allowed, 1 pixel black border is required on all sides
Cross Platform Pre-Roll Video	640x360, 640x480px aspect ratio - 16:9 or 4:3 :15 or :30 Seconds Video	MPEG-4 Part 14, HTML5 or OGG	2 MB (15s) 4 MB (30s)	n/a	:15 or :30 seconds	n/a	Yes	Can include 300x250 companion banner; Both VAST and VPAID tags accepted
Rising Star Billboard	970x250	All - HTML/HTMLS, Image, Flash	60K initial load; 1 MB subsequent load	4 loops	30 seconds	24 fps	Yes	Needs Close Button that will collapse the billboard; Collapses to "Show Ad" text with icon (88x31 image) or "Show Ad" text/icon with residual branding in 62x88 px or 156x21 px image. 1 pixel black border is required on all sides.
Rising Star Filmstrip	300x600 Window in which total ad size of 300x3000 scrolls (5 300x600 segments)	All - HTML/HTMLS, Flash and Image	60K; 2.2 MB subsequent load	4 loops	15 seconds	24 fps	Yes	No expansion, 1 pixel black border is required on all sides
Rising Star Portrait	3 expanding modules placed in a 300x1050 window. Module 1: 270x460 expands to 613x460, Modules 2 and 3: 270x220 expand to 405x303	All - HTML/HTMLS, Flash, Image and Video. Logo requires only image file	80K initial; 2.2 MB subsequent load	4 loops	15 seconds	24 fps	Yes	Layout: 15 pixels buffer at top, right, and left. 270x40 logo area beneath top buffer. 15 px buffer between logo area and Module 1. 10 px buffer between modules 1 and 2. 15 px buffer between modules 2 and 3. 55 pixel buffer at the bottom.
Rising Star Sidekick	Base Unit: 300x250, 300x600, 970x250 Expanded: 850x700	Base Unit - Flash, Image and Third party (Only IFrame) Expanded: Flash, Image, Video, Web URL, and Third party (Only IFrame)	60K; 2.2 MB subsequent load	4 loops	15 seconds	24 fps	Yes	Close X on expanded Sidekick that closes and returns user to publisher page content User-initiated expand control in the in-page display unit "slides" page content to the left
Rising Star Slider	Base Unit: 950x90, Expanded: 950x550 behind slider bar (950x60 safe zone, the 950x90 base unit remains on the stage)	Anchored Unit: Image & Flash Expanded Unit: Image, Flash and Vast Wrapper Bar: One file: Image, png, jpg and Flash Two Files: Image & Flash	60K; 2.2 MB subsequent load	4 loops	30 seconds max	24 fps	Yes	Click or rollover initiates slider content. Must contain "Close X" in expanded slider bar and in slider content.
Rising Star Pushdown	Base Unit: 970x90, Expanded: 970x415	One file: Image and Flash Two Files: Image and Flash	80K initial; 2.2 MB subsequent load	4 loops	15 seconds	24 fps	Yes	Close button on expanded pushdown, initiated by click. Uninitiated expanded panel closes automatically and collapsed ad provides expand button that can be initiated with a click. Expanding Pushdown ad units "push" page content down rather than expanding over page content.
Custom Leave Behind	720x300, 425x600, 800x600	All (JPG/.GIF, HTML/HTMLS)	150K	4 loops	15 seconds	24 fps	Yes	
In Banner Video	300x250, 160x600, 728x90, 300x600	MPEG-4 Part 14, HTML5 or OGG	100 K initial load, 1.1 MB subsequent load	4 loops	15 sec (unlimited for user initiated)	24 fps	Yes	No expansion
Connected TV	1280x720px :15 or :30 Seconds Video	MP3, MP4, AAC	75MB	n/a	:15 or :30 seconds	n/a	Yes	Required Rendition Frame Size & Bit Rate: HD 1280x720 @ 3000kpbs or SD 640x360 @ 750kpbs, Ratio: 16:9, Frame Rate: 29.97fps, Field Order: none, progressive scan only, Audio Format/Codec: MP3, MP4, AAC supported, Audio Bit Rate: 196 kbps recommended, Sample Rate: 48.1 kHz, Bus Mode: Stereo, 300x250 companion banner where applicable, VAST 2.0 tags accepted
Email Login Page	1440x1024 with a 600x450 safe zone for branded assets	JPG/.GIF	200K	n/a	n/a	n/a	No	Site serves, static only, no audio Creative design elements cannot be placed above, below, or to the right of the login safe box. Login Safe Area Dimensions: 600x450 on 1440x1024, so keep all branding, CTA, logo and relevant text within the 600x450 spot. A solid background color can be programmed to display outside the image for users on larger monitors and screen resolutions. Advertisers can provide the hex code for the selected color; white or black will be used as a default. The entire wallpaper image will be clickable.
Skin (Static)	1800x1000	All (JPG/.GIF, HTML/HTMLS)	150K	NA	NA	NA	NA	Subline will build with assets from DD
Skin (Video)	1800x1000	All (JPG/.GIF, HTML/HTMLS) - MOV or MP4	150K	Unlimited	Unlimited - \leq :15s, :30 Preferred	NA	Yes	Subline will build with assets from DD
Site/Placement	Image	Approved File Type	Max File Size	Advertiser Name	Ad Title	Display URL	Landing Page URL	Notes
Native - Display	1200x627 (Creative Image): 82x82 (Advertiser Logo)	JPG/PNG, .GIF	100K	25 Characters	20 - 50 Characters	1024 Characters	1024 Characters	Ad Description: 20 -140 Characters; Short or Long Title/Description Accepted, not both; Tracking Pixels accepted
Native - Video	1200x627 (Creative Image): 82x82 (Advertiser Logo)	MOV, AVI, ASF, OGG, WEBM, FLV, MP4, WMV	2 MB (15s) 4 MB (30s)	25 Characters	20 - 50 Characters	1024 Characters	1024 Characters	Ad Description: 20 -140 Characters; Tracking Pixels accepted
Site/Placement	Ad Length	Approved File Type	Max File Size	Bitrate	Notes			
Audio	:15, :30, or :60 second units (custom :05 - :90)	MP3, AAC, WAV, OGG	20MB	196kbs Minimum	3rd Party Impression Tracking Pixel Allowed - Optional			