

iOne Digital Spec Sheet

	Ad Unit	Initial Dimensions (WxH in pixels)	Format	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size (See note 2 below)	Host-initiated Subload (See note 3 below)	Video/Audio Guidelines (See "Video Notes" below)	Image File Size (File Type: .GIF, .JPG)	Unit-Specific Notes (See General Ad Requirements below)
Desktop Display Units	Billboard	970x250	.jpeg/.gif/HTML/Javascript/3rd party	Expansion not allowed for this unit	200 KB	200 KB	15 sec max length / user-initiated audio / unlimited looping Formats - accepted .MP4/H.264/.mov 1.1 MB additional file size allowed for host-initiated video	100 KB	Required Assets (Click to view)
	Leaderboard	728x90	.jpeg/.gif/HTML/Javascript/3rd party	Expansion not allowed for this unit	200 KB	200 KB	Video not allowed	100 KB	
	Half Page	300x600	.jpeg/.gif/HTML/Javascript/3rd party	Expansion not allowed for this unit	200 KB	200 KB	15 sec max length / user-initiated audio / unlimited looping Formats - accepted .MP4/H.264/.mov 1.1 MB additional file size allowed for host-initiated video	100 KB	
	Medium Rectangle	300x250	.jpeg/.gif/HTML/Javascript/3rd party	Expansion not allowed for this unit	200 KB	200 KB	15 sec max length / user-initiated audio / unlimited looping Formats - accepted .MP4/H.264/.mov 1.1 MB additional file size allowed for host-initiated video	100 KB	
Desktop Custom Units	Skin	Various	3rd party 1x1 tracking tag (optional)	N/A	N/A	N/A	N/A	300 KB	
	Video Wall	970x485	3rd party 1x1 tracking tag (optional)	N/A	N/A	N/A	N/A	N/A	Required Assets (Click to view)
Mobile Display Units	Mobile Leaderboard/Anchor	320x50	.jpeg/.gif/HTML/Javascript/3rd party	N/A	50 KB	200 KB	Video not allowed	50 KB	
	Mobile Rectangle	300x250	.jpeg/.gif/HTML/Javascript/3rd party	Expansion not allowed for this unit	50 KB	200 KB	15 sec max length / user-initiated audio / unlimited looping Formats - accepted .MP4/H.264/.mov 1.1 MB additional file size allowed for host-initiated video	50 KB	
	Mobile Wide Banner	320x100	.jpeg/.gif/HTML/Javascript/3rd party	Expansion not allowed for this unit	50 KB	200 KB	15 sec max length / user-initiated audio / unlimited looping Formats - accepted .MP4/H.264/.mov 1.1 MB additional file size allowed for host-initiated video	50 KB	
Mobile Custom Units	Interscroller	320x480	3rd party 1x1 tracking tag (optional)	N/A	NA	N/A	N/A	N/A	Required Assets (Click to view)
Cross Platform Custom Units	Prelude	Full Width Responsive	3rd party 1x1 tracking tag (optional)	N/A	N/A	N/A	N/A	N/A	Required Assets (Click to view)
	Interlude	Responsive	3rd party 1x1 tracking tag (optional)	N/A	N/A	N/A	N/A	N/A	Required Assets (Click to view)
	Encore	Responsive	3rd party 1x1 tracking tag (optional)	N/A	N/A	N/A	N/A	N/A	Required Assets (Desktop) (Click to view) Required Assets (Mobile) (Click to view)
Mobile Streaming App	Mobile App Rectangle	300x250	.jpeg/.gif/HTML/Javascript/3rd party	N/A	50 KB	200 KB	Video not allowed	50 KB	
	Mobile App Video Interstitial	320x480 (iOS & Android)	3rd party 1x1 tracking tag (optional)	N/A	N/A	N/A	15 sec max length Formats - accepted .MP4/H.264/.mov	N/A	
	Mobile App Standard Interstitial	320x480 (iOS & Android)	.jpeg/.gif/HTML/Javascript/3rd party	N/A	50 KB	200 KB	Video not allowed	50KB	

Pre Roll	Pre Roll Video	N/A	VAST/VPAID (See Video Notes below) Site-served - 3rd party 1x1 tracking tag (optional)	N/A	NA	N/A	:15 or :30 seconds Formats - accepted .MP4/H.264/.mov 16:9 HD Ratio	N/A	
Streaming Radio	Instream Audio	N/A	Audio file only	N/A	8MB	N/A	.mp3 :15 sec, :30 sec, :60 sec	N/A	Available to sync with 300x250 banner.
Abbreviations:		px = pixel		sec = seconds					

General Ad Requirements (Apply to all ads):

- All URLs calls, including tracking and 3rd party URLs, must be secure (<https:///>).
- Submission lead time: Minimum lead time for ad tags/creative assets submission is **7 business days** before campaign start.
- Audio: Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.
- Hotspot: Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio.
- Defining ad space: Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
- Max CPU: ad not to exceed 30% CPU usage during host-initiated execution.
- Max number of host-initiated file requests: ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.

General Notes:

1. File weight calculation: All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise expemted. File weights are calculated after files have been compressed into gzip format.
2. Initial file load: Includes all assets and files necessary for completing first visual display of the Ad.
3. User-initiated file size: Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad, and/or rolling over an ad (or a portion of an ad).

Video Notes:

- VAST:

- We accept VAST2 and VAST3.
- Format: H.264 (MP4) video file type must be included for each video creative (other formats such as WebM can be included but may not be used).
- Aspect Ratio: 720p or below is required - either 16:9 or 4:3 aspect ratios are acceptable.
- Must contain at least one mediafile under 1000kbps.
- Frames per second: Up to 30fps.
- Adaptive bitrate streaming: HTML5 does not support streaming video, but it can simulate a streaming experience using adaptive bitrate streaming technologies such as HLS and MPEG-DASH. Formatting files for adaptive bitrate streaming enables a smoother viewer experience. Adaptive bitrate streaming uses short fragments (2-3 seconds) of the video at different quality levels and stores them in a playlist file such as M3U8. During playback, the player detects bandwidth at the start of each fragment and plays the fragment at the quality level best suited to the bandwidth and player environment. Common protocols for adaptive bitrate streaming include HTTP Live Streaming (HLS) in the US.
- Video codec: Use MPEG-4 (MP4) file formats for H.264-encoded video for a more seamless delivery across devices. The H.264 codec should use a Baseline profile to allow for more diverse execution in systems that range from a cellular connection on a mobile screen to a high-speed cable connection on an HTTP-connect TV screen. For audio, AAC is more widely supported.

- VPAID:

- Desktop ONLY
- VPAID ad must be delivered in a valid VAST response
- Our player accepts JS
- Ads must have no "document.write" elements except inside the iframe itself.
- The expanding ad should remain in the DIV that it is loaded in. This is even when the ad expands outside of the iFrame. It allows the AJAX ad calls to clear the ad by clearing the DIV.