

iOne Digital Spec Sheet - Display and Video

	Ad Unit	Initial Dimensions (WxH in pixels)	Format	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Host-initiated Subload	Video/Audio Guidelines	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 ONLY (See VAST Tag Notes below) Site-served - 3rd party 1x1 tracking tag (optional)	N/A	NA	N/A	Minimum Video Length: 12 seconds (for skippable ads) Maximum Video Length: Up to 6 minutes (skippable ads) 15 seconds (non-skippable ads) Formats - accepted .MP4/H.264/.mov 16:9 HD Ratio Max file size for site-served video: 512MB	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 (3rd party 1x1 tracking tag available).
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 exempted. 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).

VAST Tag Notes:

- VPAID is not allowed.
- 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 and Bitrate: 720p or below is required, the optional inclusion of 1080p is recommended - either 16:9 or 4:3 aspect ratios are acceptable. (Examples of each are 16:9 - 854x480; 1280x720; 1920x1080 and 4:3 - 480x360; 720x540; 960x720)
- Must contain at least one mediafile under 1000kbps.
- Frames per second: Up to 30fps.
- Maximum file size: 10 MB
- Must comply with YouTube's XML summary for VAST ad server response - <https://support.google.com/youtube/answer/1069906>.
- Must be SSL-compliant.
- Only VAST 3.0 tags are allowed for skippable video ads. VAST 2.0 will not be accepted.
- Skippable Video tags must have skip attribute present.
- Must be served via a linear VAST tag (pre-fetch tag) by a YouTube-approved vendor - https://developers.google.com/third-party-ads/youtube-vendors?visit_id=636971963993018673-2095783480&rd=2.
- Max of three vendor pixels in the VAST tag.
- Must NOT have geo, browser or any other targeting on the third party end.
- Please ensure your ad server returns a valid crossdomain.xml file. If you choose to explicitly list domains, please ensure all ad serving domains are included.
- VAST-served video ads are not guaranteed to run on all mobile web browsers, game consoles or connected TV devices (most modern updated environments are supported).
- Only VAST 2.0 and 3.0 are currently supported.

iOne Digital Spec Sheet - Social

Facebook	Instagram	Twitter
<p>Facebook News Feed ad specs: - Recommended image size: 1200 x 628 or 1080 x 1080 pixels - Minimum width and height: 600 pixels - Recommended aspect ratio is between 9:16 to 16:9, crops to 1.91:1 with a link - Recommended image formats: JPG, PNG (PNG has higher quality) - Images with 20% or more text may get disapproved by Facebook</p> <p>Feed ad text character limits: Text length: max 125 characters Headline length: max 25 characters Link description length: max 30 characters</p> <p>Facebook News Feed video ad specs: Resolution: Upload the highest resolution video available that meets file size and ratio limits Video file size: 4GB Max Recommended video length: 15 – 30 seconds Video length minimum: 1 second Video length maximum: 240 Minutes Video ratio: 9:16 to 16:9 Minimum dimensions 600 x 315 (1.9:1 landscape) or 600 x 600 (square) Recommended video formats: .MP4 and .MOV Video captions: Optional but recommended Video sound: Optional but recommended</p>	<p>Instagram Stories Image Ad specs: - Caption: not currently available. Any text must be part of the image file - Format: Full screen vertical ad (9:16) - Recommended Resolution: 1080 x 1920 - Minimum Resolution: 600 x 1067 - File types: .jpg or .png - Max. image size: 30MB - Photo content: visible for 5 seconds</p> <p>Instagram Stories Video Ad specs: - Caption: not currently available. Any text must be part of the image file - Format: Full screen vertical ad (9:16) - Recommended Resolution: 1080 x 1920 - Minimum Resolution: 600 x 1067 - File types: .mp4 or .mov - Max. video size: 4GB - Max. video length: 15 seconds - Recommended Video Codecs: h.264, VP8 - Recommended Audio Codecs: AAC, Vorbis</p>	<p>- Tweet copy: 280 characters when created on www.twitter.com or native applications. - Twitter card image size: Minimum width: 600 pixels, any height greater than the width will be cropped 1:1. - Aspect ratio: Between 2:1 and 1:1 - Image file size: Max 15mb on twitter.com - File types: PNG, JPEG, or GIF are recommended. No BMP or TIFF files.</p>