AD SPECIFICATIONS

ownerIQ

GENERAL GUIDELINES

BORDERS
Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content).

BRANDING
Advertiser's brand must be clearly articulated with a logo, landing page URL, or distinct brand name. Ad should not rotate brands or advertisers.

CLICK-THRU
Creative must open into a new browser window. The target window for the click URL must be set to "_blank"

CONTENT
All creative is subject to being audited. Ads containing the following products will likely be rejected: Adult products, age-restricted content, alcohol, casinos, firearms, ammunition, "free money," get-rich quick schemes, gambling, prescription drugs, and tobacco products.

LANDING PAGE
Offer on ad should match offer on landing page. Landing pages must have a privacy policy on the page.

AD CALLS AND COOKIE DROPS
All 3rd party ad tags and trackers cannot have more than 100 HTTPS calls or 25 cookies drops.

SSL COMPLIANT
All creative, including all 3rd party tags and trackers and all ad responses within creative, must be SSL compliant ('HTTPS').

FLASH CREATIVE AND PIXELS
Flash creative (display and video) and flash based pixels in 3rd party creative are no longer supported.

WHITELISTING
Whitelist the following IP addresses for all geo targeted creatives to ensure creative previewing and auditing is successful.

IP Addresses: 183.82.111.212, 38.88.254.194 and 216.52.61.34

TRAFFICKING
We prefer 3rd party ad tags and accept 3rd party calls from most Ad Servers, Rich Media Vendors, and Ad Exchanges. Accepted 4th party calls are Research Products, Analytic/Performance Partners, Brand Lift Studies, and Verification Partners. 4th party calls could require a data rider to be signed.

SUBMISSION LEAD-TIME
2 business days before campaign start date.

3RD PARTY TRACKERS
Limit of 4 3rd party trackers per creative.

STANDARD DISPLAY CREATIVE FORMAT GUIDELINES:
QUICK REFERENCE GUIDE

STANDARD DISPLAY

	DESKTOP	MOBILE (WEB)	MOBILE (IN-APP)
REQUIRED DIMENSIONS	160X600, 300X250, 728X90	320X50, 300X50	320X50
RECOMMENDED DIMENSIONS	120X600, 468X60, 180X150, 300X600, 970X90, 300X100, 336X280, 120X60	300X250, 728X90, 160X600, 468X60, 180X150, 300X600, 970X90, 300X100, 336X280	300X250, 300X50
ADDITIONAL SIZES	SEE Appendix	SEE Appendix	SEE Appendix
FILE FORMAT	JPG, PNG, HTML5* *HTML5 creative must include coded clicktag*	JPG, PNG, JAVASCRIPT, HTML5* *HTML5 creative must include coded clicktag*	JPG, PNG, JAVASCRIPT, HTML5* *HTML5 creative must include coded clicktag*
STATIC MAX FILE SIZE	150KB	150KB	40KB
HTML5 MAX FILE SIZE	150KB	150KB	150KB
HTML5 MAX HOST INITIATED SUBLOAD	300KB	N/A	N/A
HTML5 MAX USER INITIATED LOAD	2.2MB	2.2MB	2.2MB
ANIMATION & LOOPING LIMITATIONS	15 SECONDS, 3	15 SECONDS, 3	15 SECONDS, 3
MAX FRAME RATE	24 FPS	24 FPS	24 FPS
AUDIO INITIATION	USER INITIATED (MUTED BY DEFAULT)	USER INITIATED (MUTED BY DEFAULT)	USER INITIATED (MUTED BY DEFAULT)
MRAID	N/A	MRAID CREATIVE ALLOWED, BUT NOT PREFERRED.	MRAID CREATIVE ALLOWED, BUT NOT PREFERRED. * Use of MRAID will significantly impact ability segment targeting. Recommended to provide both MRAID and non-MRAID creative.
3RD PARTY TAGS	ACCEPTED, BUT UNITS RENDERING WITHIN THE 3RD PARTY TAGS MUST ADHERE TO IMAGE FORMATS LISTED ABOVE. *If animated creative, include a static backup image.*	ACCEPTED, BUT UNITS RENDERING WITHIN THE 3RD PARTY TAGS MUST ADHERE TO IMAGE FORMATS LISTED ABOVE. *If animated creative, include a static backup image.*	ACCEPTED, BUT UNITS RENDERING WITHIN THE 3RD PARTY TAGS MUST ADHERE TO IMAGE FORMATS LISTED ABOVE. *If animated creative, include a static backup image.*

RICH MEDIA CREATIVE FORMAT GUIDELINES:
QUICK REFERENCE GUIDE

	STREAMING VIDEO	**EXPANDABLE / RETRACTABLE**
	RICH MEDIA	
REQUIRED DIMENSIONS	300X250, 180X150, 160X600, 728X90, 300X600	300X250, 180X150, 160X600, 728X90, 300X600
EXPANSION: MAX DIMENSIONS AND DIRECTION	N/A	300X250 TO 600X250: DOWN ↓ AND LEFT ← 180X150 TO 600X150: DOWN ↓ AND LEFT ← 160X600 TO 600X600: RIGHT → 300X600 TO 600X600: LEFT ← 728X90 TO 728X315: DOWN ↓
EXPANSION: USER INITIATED	N/A	YES, MOUSE-OVER OR USER CLICK; MOUSE-OFF TO CLOSE AND CLEAR CLOSE BUTTON
EXPANSION: HOT SPOTS	N/A	NO MORE THAN 3 AND NO MORE THAN 40% OF BANNER. NEED TO BE CLEARLY IDENTIFIED.
CHANNELS	DESKTOP, MOBILE	DESKTOP
HTML5 MAX FILE SIZE	INITIAL LOAD SIZE: 150KB OR LESS	INITIAL LOAD SIZE: 150KB OR LESS
HTML5 MAX HOST INITIATED SUBLOAD	300KB	300KB
HTML5 MAX USER INITIATED LOAD	2.2MB	2.2MB
ANIMATION & LOOPING LIMITATIONS	15 SECONDS, 3	15 SECONDS, 3
ANIMATION RESTART	ANIMATION MAY RESTART WITH A MOUSE OVER, BUT MUST STOP IMMEDIATELY UPON MOUSE OFF.	ANIMATION MAY RESTART WITH A MOUSEOVER, BUT MUST STOP IMMEDIATELY UPON MOUSE OFF.
BACKUP IMAGE REQUIRED	YES	YES
AUDIO: AUTO OR USER CLICK	USER CLICK ONLY	USER CLICK ONLY
AUDIO: REQUIRED CONTROLS	MUTE CONTROL	MUTE CONTROL
VIDEO: EXPANSION	USER INITIATED BY CLICK OR 3-SECOND HOVER	USER INITIATED BY CLICK OR 3-SECOND HOVER
VIDEO: LENGTH	30 SECONDS	30 SECONDS
FRAME RATE	24 FPS	24 FPS
TRAFFICKING	TRAFFICKED IN JAVASCRIPT FORM, USING 3RD PARTY TAGS. MUST CONTAIN STATIC BACKUP IMAGE.	TRAFFICKED IN JAVASCRIPT FORM, USING 3RD PARTY TAGS. MUST CONTAIN STATIC BACKUP IMAGE.

VIDEO CREATIVE FORMAT GUIDELINES:
QUICK REFERENCE GUIDE

VIDEO		
	DESKTOP	**MOBILE (WEB)**
REQUIRED DIMENSIONS	640X480 (4:3) OR 854X480 (16:9)	640X480 (4:3) OR 854X480 (16:9)
REQUIRED FILE FORMATS	.MP4, WEBM, .MOV	.MP4, WEBM, .MOV
RECOMMENDED FILE FORMATS	.M4A, .3G2, MJ2, 3GPP	.M4A, .3G2, MJ2, 3GPP
VAST* *URLS MUST BE 255 CHARACTERS OR LESS	2.0 OR 3.0	2.0
VPAID* *URLS MUST BE 255 CHARACTERS OR LESS	YES	YES
MAX FILE SIZE	300MB	200MB
MAX LENGTH	15, 30, OR 60 SECONDS	15, 30, OR 60 SECONDS
BIT RATES	480KBPS AND 720KBPS	480KBPS AND 720KBPS
FRAMES PER SECOND (FPS)	24 FPS	24 FPS
RATIO	4:3 OR 16:9	4:3 OR 16:9
AUDIO INITIATION	USER CLICK ONLY.	USER CLICK ONLY.
CONTROLS	MINIMUM FUNCTIONALITY TO INCLUDE "START/STOP" AND "VOLUME ON/OFF"	MINIMUM FUNCTIONALITY TO INCLUDE "START/STOP" AND "VOLUME ON/OFF"
VIDEO COMPRESSION	UNCOMPRESSED QUICKTIME .MOV OR .MOV ENCODED WITH .H.264 CODEC	UNCOMPRESSED QUICKTIME .MOV OR .MOV ENCODED WITH .H.264 CODEC
COMPANION BANNER	300X250, MUST BE EMBEDDED WITHIN VPAID TAG, NO GUARANTEES	NO
VIDEO INVENTORY	OIQ CURRENTLY SUPPORTS LINEAR VIDEO ONLY.	OIQ CURRENTLY SUPPORTS LINEAR VIDEO ONLY.

OWNERIQ CREATIVE
CONTENT POLICIES

ownerIQ reserves the right to suspend clients for any reason and this enforcement approach is subject to change. ownerIQ will immediately, upon detection, suspended any campaign found to be running a creative that includes malware or a virus.

MALWARE ENFORCEMENT

1. First offense (within a 12 month period): Advertiser is given 10 business days from time of notification to address or appeal a violation.
2. Second offense (within a 12 month period): Advertiser is suspended from running campaigns with ownerIQ);
3. Third offense (within a 12 month period): Advertiser is permanently suspended from running campaigns with ownerIQ.

Advertisers will receive verbal and email notification of any violations via their Account Manager.

APPENDIX

ADDITIONAL AD SIZES

DISPLAY (DESKTOP)

88x31	300x500	640x360
120x20	300x600	640x383
120x60	300x1050	700x500
120x90	300x3000	720x300
120x240	320x100	728x90
120x600	320x180	728x315
125x125	320x240	750x90
160x600	320x480	768x90
180x150	336x280	850x550
195x130	360x480	930x180
195x260	400x300	970x60
200x200	425x600	970x66
229x87	468x60	970x90
234x60	470x246	970x250
240x400	480x360	970x415
240x600	500x300	970x550
250x250	550x480	
300x31	580x460	
300x100	600x150	
300x250	600x250	

DISPLAY (MOBILE WEB)

120x20	320x120	365x100
120x240	320x180	375x100
125x125	320x240	414x50
160x600	320x250	468x60
180x150	320x480	470x246
200x200	324x100	480x360
216x36	326x100	500x300
234x60	330x100	610x60
250x250	336x280	640x360
300x31	338x280	640x383
300x50	340x100	720x300
300x60	340x250	728x90
300x100	340x280	750x90
300x250	345x280	768x90
300x600	350x280	950x90
310x250	360x100	970x66
320x50	360x280	970x90
320x100	360x50	970x250

DISPLAY (MOBILE IN-APP)

168x28	414x50
216x36	480x60
300x250	480x320
300x50	728x90
320x50	768x1024
320x120	800x600
320x480	1024x768
340x350	1080x1920
375x50	