



## Digital Ad Specifications

Placement	Creative Size	Format	Max Expandable Size (3rd Party Served)	Expandable Direction	Max Initial File Load Size	Audio	Maximum Animation Length	Maximum Looping	Notes
<b>Standard Ads</b>									
Standard Leaderboard	728x90	GIF, JPG, Flash, Rich Media, 3rd Party Vendor	N/A	Down	40k	User initiated on click	:15 max	3 loops max	Expandable must be roll-on/roll-off OR click to expand/collapse
Standard Poster	300x250	GIF, JPG, Flash, Rich Media, 3rd Party Vendor	625x385	Left	40k	User initiated on click	:15 max	3 loops max	Expandable must be roll-on/roll-off OR click to expand/collapse
Half Page	300x600	GIF, JPG, Flash, Rich Media, 3rd Party Vendor	625x800	Left	40k	User initiated on click	:15 max	3 loops max	Expandable must be roll-on/roll-off OR click to expand/collapse
Sponsorship	100x50	GIF, JPG, Flash, Rich Media, 3rd Party Vendor	n/a	n/a	10k	n/a	n/a	n/a	
<b>High Impact Ads</b>									
Pushdown	Ad Interactive Region (1180x615; 1080x615; 840x615) Leave-Behind (100x30)	HTML5	1180x615	Down	n/a	User initiated on click	Animation stops on user-initiated ad close	Animation stops on user-initiated ad close	Includes actionable leave-behind unit that will re-animate full-sized unit on click. If video is part of unit, it will include Stop, Pause, Play, Audio buttons
Pushdown Plus (w/ wallpaper)	Ad Interactive Region (1180x615; 1080x615; 840x615) Leave-Behind (100x30)	HTML5	1180x615	Down	n/a	User initiated on click	Animation stops on user-initiated ad close	Animation stops on user-initiated ad close	Includes actionable leave-behind unit that will re-animate full-sized unit on click. If video is part of unit, it will include Stop, Pause, Play, Audio buttons
Interactive Takeover	Ad Interactive Region (1080x810; 936x700; 768x576; 600x450) Leave-Behind (100x30)	HTML5	1080x810	n/a	n/a	User initiated on click	Animation stops on user-initiated ad close	Animation stops on user-initiated ad close	Includes actionable leave-behind unit that will re-animate full-sized unit on click. If video is part of unit, it will include Stop, Pause, Play, Audio buttons
Video Takeover	Video (900x506), Tagline (400x30) Leave-Behind (100x30)	HTML5	1080x810	n/a	n/a	User initiated on click	n/a	n/a	Includes actionable leave-behind unit that will re-animate full-sized unit on click. Includes Stop, Pause, Play, Audio buttons
Hero Flip	Ad Interactive Region (720x524; 720x480; 720x420; 720x405) Leave-Behind (100x30)	HTML5	720x524	n/a	n/a	User initiated on click	Animation stops on user-initiated ad close	animation stops on close	Includes actionable leave-behind unit that will re-animate full-sized unit on click. If video is part of unit, it will include Stop, Pause, Play, Audio buttons

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<b>Video Ads</b>									
Video Pre-roll	1280x720, 16:9 aspect ratio	.mp4 with 3rd party tracking (optional), VAST/VPAID certified	n/a	n/a	5MB	Host initiated	:15 max	n/a	n/a
In-banner Video	728x90, 300x250, 300x600	Interactive ads that include video and sound.	(Same as standard sizes)	(Same as standard sizes)	40k	User initiated on click	Banner animation up to :15, video can be :15 or :30 spots	Animation can loop 3x	Stop, Pause, Play, Audio buttons
<b>Email Newsletters</b>									
Standard Poster	300x250	GIF, JPG (static only)	n/a	n/a	40k	n/a	n/a	n/a	n/a

### Flash Specifications

- We support Flash version 10.1 and lower  
(NOTE: The latest version of the Flash developer tool, Flash CS 5.5, the default SWF file type is Flash 10.2. Make sure that your developer saves files as Flash 10.1 or lower, not the default Flash 10.2.)
- Recommended: Supply your flash ad with a backup .gif or .jpg advertisement (to serve to users who do not have Flash)
- Flash ads *must* be submitted as complete .swf files with a clickTAG already in place. Please note, the clickTAG variable is case sensitive.

### Example: Adding a clickTAG to ActionScript 2.0

Create a button on your Flash movie and use `getURL()` to specify the clickTAG:

For more examples, please visit:

<https://doubleclick-support.appspot.com/repository>

```
on (release)
{
    getURL (clickTAG, "_blank");
}
```