Ad Specifications

⚠️ **If creatives are <u>NOT</u> within specification additional time may be required and may affect launch.**
All creative should be sent directly to, or have copied in <u>ad-ops@mediadrive.co.uk</u>

Banner Format Size*	File Size	Naming Convention	File Format***
970x250	Initial up to 150kb	Billboard (BB)	Gif, Jpeg, HTML5, 3rd Party
300x600	Initial up to 150kb	Half Page (HP)	Gif, Jpeg, HTML5, 3rd Party
728x90	Initial up to 150kb	Leaderboard (LB)	Gif, Jpeg, HTML5, 3rd Party
300x250	Initial up to 150kb	MPU	Gif, Jpeg, HTML5, 3rd Party
320x100	Initial up to 75kb	Mobile Billboard (MBB)	Gif, Jpeg, HTML5, 3rd Party
320x50	Initial up to 75kb	Mobile Leaderboard (MLB)	Gif, Jpeg, HTML5, 3rd Party

* High (double) density format sizes can be provided, this will enhance the quality of the banner on high resolution displays.

** 3rd Party tags must be MRAID compliant

*** 3rd Party tags & HTML5 must be HTTPS compliant

All Display Banner <u>Essentials</u>

Border (defining ad space):
All adverts **must** include a 1px border (not white/translucent) unless the advert has a dark background so it is not confused with normal publisher content on the page.

Load Performance and CPU Usage:
Initial load must not include more than 10 files (HTML5). Shared libraries (hosted content) should be treated equally and its file weight considered part of the banner. Video in banner is regarded as Rich Media (see page 2)

Animation:
Non-user initiated animation within any banner must end after 15 seconds, and must not loop. If a user has initiated (click) animation on a banner it can then exceed this 15 second limit. Gif banners should have no more than 5 frames of animation.

Naming convention:
All banners should be supplied in the suggested naming convention as below.

Product/Campaign-CreativeSize-Language
E.g "Summer20-MPU-EN"

All HTML5 creatives should be created to delivery within **Google Ad Manager**

HTML5 Banner Essentials

HTML Head
In your exported .html file you must place the code below in the <head> of the file. You should also edit the content width and height reference to fit your banner and edit the clickTag url. All clickTags should be secure (https)

```
<meta name="ad.size" content="width=xxx,height=xxx">
<script type="text/javascript">
var clickTag = "https://www.example.com"; </script>
```

Clickthrough
Within your clickthrough DIV you should include the code below. You should also name your DIV "clickTag"

```
window.open(window.clickTag, '_blank');
```

*Additional HTML5 guidelines are on Page 2

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Display Media
Additional guidelines for HTML5 / Rich Media Creative

Audio:
All audio in ads should be muted on load. A user controller must be used, this can be click to un-mute or a variable slider to level the volume.

Ad Serving:
All Rich Media not creative by MediaDrive creative team needs to be 3rd party or Rich Media vendor served.

Z-Index:
Any ads provided must adhere to Z-index guidelines so that elements on a webpage do not clash. Standard ads must have a Z-index Range of 0 - 4,999. Expandable Advertising within the range of 5,000 - 1,999,999

File Formats:
We Recommend using JPG's, EPS & SVG files as these have a low file size natively.

Images
Avoid using large size images across your banner as these will drastically contribute to increasing the file size.

Fonts
We advise using web fonts for text when building your banner, the banner may load with a different font if the font used is not web hosted.

Video Creative Requirements 🎥
Pre-roll, Outstream & In Banner

Aspect Ratio:
16:9

File Size:
20 MB (5 MB for Out Stream)

Formats:
.MP4

Frame rate:
30 maximum frames per second

Bitrate:
Not to exceed 3Mbps

Duration:
15 sec recommended maximum video length due to site rules for delivery and skipping

Imagery:
Must not include flashing images

Site Rules:
Golfshake - Skip function enabled when over 15 sec on Desktop and 7 sec on Mobile

Any video creative used within a banner is regarded as rich media, this must be hosted externally via embed or via a rich media creative vendor.

Video specifications as above apply, however aspect ratio and duration may differ. We recommend staying within specification for campaign performance and delivery.

Bespoke Formats

Bespoke Formats	Banner Size	Video in banner*	File Format	Type
Parallax (Desktop)	1320x400	Yes	Layered PSD, .MP4**	Landscape
Super Billboard	1320x340	Yes	Layered PSD, .MP4**	Landscape
Interscroller (Mobile)	714x1334	Yes	Layered PSD, .MP4**	Portrait
Mini Scroller (Mobile)	714x1334	No	Layered PSD	Portrait

* Additional ad-serving costs apply
** Maximum 15 Seconds, 25fps, 1.5MB file size

All bespoke formats are created by our internal creative team and delivered via Rich Media partner

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Publisher	Dimensions	File Format
Golfshake	600px wide max	HTML, Jpeg + links
Golf Empire	640px wide max	HTML, Jpeg + links
VPAR (Solus)	640px wide max	HTML, Jpeg + links
VPAR (Post-round)	1200x600	Jpeg + links
HowDidIDo	TBC	HTML, Jpeg + links
Leading Courses (Newsletter)	1280x720	Jpeg + Header (30) + Text (300) + Button (25)
Leading Courses (Banner)	728x90	Jpeg + links

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