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Important Notes

Campaign Timeline

- Please send your signed contract to your AJR representative no later than **10 business days** prior to the campaign launch date
- Your representative will follow up with conversion tracking instructions (*if required*). *Pixels must be in place OR GTM access provided at least 10 business days prior to campaigns launch.*
- All campaign assets, including 3rd party tracking pixels (Adara, Arrivalist, UTM codes) must be received at least 10 business days prior to the campaign launch date
- Send all materials to materials.ajrmediagroup.com (choose "Digital Media Solutions" for publisher) in a .zip file

Terms of Delivery

- URL's **must** be provided with the creative delivery
- Handling times (**10 business days**) are necessary to test the creative & modify if required – otherwise we cannot guarantee your campaign will launch on the proposed start date

Naming Convention

- Creative file names must be clear and concise:

Naming Convention:

Advertiser - Campaign - Creative Concept - Creative Size

Example:

Publicitas - Visit Canada 2016 - Blue Sky - 300x250

Creative Specs

	Dimensions (WxH)	Standard		Rich Media/HTML5				
		File Size (Static)	Format	Max Initial Load <i>(content that loads simultaneously with the webpage)</i>	Polite File Load <i>(content that loads after the webpage finishes loading)</i>	Additional Host-Initiated Load	Expandable	Format
Display	300x250	100kb	.png, .jpg, .gif	150kb	300kb	User-initiated File Load: 2.2mb max (inclusive of initial + polite loads) User-initiated Streaming: No limit	Expandable creatives may not expand to more than twice the width or three times the height of the ad's base dimensions. Expand: on click or on rollover Close: on click or mouse off Required controls: Panels must contain a prominent Close X, in 16pt font or larger, on the corner of the unit	.zip (for each creative -include all images, .html, .css, .js files + backup image 40kb or less)
	160x600	100kb		150kb	300kb			
	728x90	100kb		150kb	300kb			
	300x600	100kb		150kb	300kb			
	970x250	100kb		150kb	300kb			
Mobile	300x50	50kb		50kb	200kb			
	320x50	50kb		50kb	200kb			
	300x250	50kb		50kb	200kb			
Interstitial	320x480/480x320	100kb		150kb	300kb		no	
	768x1024/1024x768	150kb		150kb	300kb			
Additional Notes	<ul style="list-style-type: none"> Audio: User initiated (default is mute) Animation: 15 seconds or less. 5 FPS or less. Frame Rate: 24fps Z-Index Range: 0 - 4,999 Page Protocol: All creative and assets should be SSL-compliant. Secure reference required (i.e. https://) Backup Image: Required for all rich media/HTML5 creative. Must be under 40kb Click Tag: Required for all Rich Media and HTML5 creative 							

Creative Specs – html5 meta tag

Dimension Guidelines – Setting up your Meta Tag

Set creative dimensions in your HTML file with the size meta tag just below your HTML <title></title>:

- <meta name="ad.size" content="width=[x],height=[y]">.

Meta Tag Examples

Fixed: for fixed dimensions (such as 300x250) enter the dimensions as shown below:

```
<meta name="ad.size" content="width=300,height=250">
```

Flexible: for flexible dimensions, enter a 0 for the width, and a 0 for the height:

```
<meta name="ad.size" content="width=0,height=0">
```

Flexible width: for a flexible width and a fixed height, enter a 0 for the width and a fixed value (such as 250) for the height:

```
<meta name="ad.size" content="width=0,height=250">
```

Flexible height: For a flexible height and a fixed width, enter a fixed value (such as 300) for the width and a 0 for the height:

```
<meta name="ad.size" content="width=300,height=0">
```

Creative Specs – html5 click tag

Click Tags

- Make sure your creative uses the click tag variable as the click destination
- The click tag should be easy for the ad server to read – no minification or obfuscation (you can use minifiers in the rest of your code and in other files)
- We do not recommend hard-coded click-through URL's in your assets as that prevents our ad server from tracking clicks

Click Tag Examples

Here is an example of a click tag inserted in an HTML document:

```
<html>
<head>
<meta name="ad.size" content="width=300,height=250">
<script type="text/javascript">
var clickTag = "insert click url here"; </script>
</head>
[The rest of your creative code goes here.] </html>
```

- Remember to change the var clickTag to the appropriate URL!

Make sure your creative uses the click tag variable as the click-through URL

Do NOT use target="_blank" in conjunction with javascript:window.open(window.clickTag)

Correct:

```
<a href="javascript:window.open(window.clickTag)">

</a>
```

Incorrect:

```
<a href="javascript:window.open(window.clickTag) target="_blank">

</a>
```

Creative Specs – Video



Details	
Video Encoding	H.264, Apple ProRes
Audio Encoding	AAC
Ad Tag	VAST 2.0 or 3.0 (must be SSL compliant)
Duration	15 seconds OR 30 seconds
Insertion Point	Pre-roll (recommended), mid-roll, post-roll
File Types	.mp4, .mov
MaxSize	1GB (will be downsized automatically)
Aspect Ratio	16:9 (HD) or 4:3 (SD)
Video Size	300x250 minimum - 1920x1080 maximum
Bit Rate	1-2 mb/s
Frame Rate	24 fps - 25 fps OR 29 fps - 30 fps

Creative Specs – Native

Display	
Headline	50 characters maximum
Text	120 characters maximum
Image Size	1200x628 or 600x600
Brand Logo Size	300x300
Format	.jpg, .png, or .gif
File Size	750kb optimal must be high resolution 300 dpi
Restriction	Image must not contain call-to-action text
Best Practices	Avoid call-to-action copy (i.e. Need Summer Dress Ideas?) Keep images text free

Video	
Title	50 characters maximum
Video Size	16:9 aspect ratio
Duration	Native Outstream: 5 minute maximum Preroll/In-App: 15 or 30 seconds
Format	MP4 or WebM preferred. VAST 2.0 and 3.0 accepted
File Size	150mb maximum

Creative Specs – Facebook

Details	
Newsfeed Image Size	1200x628
Newsfeed Image Ratio	1.9:1
Text	90 characters
Headline	25 characters
Link Description	30 characters
Call to Action (choose one if desired)	[Shop Now] [Book Now] [Learn More] [Sign Up] [Download] [Watch More] [Contact Us] [Apply Now]
Restriction	Images must not include more than 20% text facebook.com/ads/tools/text_overlay
Newsfeed Image Size	1200x628 (recommended)

Creative Specs – Facebook Slideshow

Details	
Newsfeed Image Size	1200x628
Newsfeed Image Ratio	1.9:1
Text	90 characters
Call to Action (choose one if desired)	[Shop Now] [Book Now] [Learn More] [Sign Up] [Download] [Watch More]
Restriction	Images must not include more than 20% text facebook.com/ads/tools/text_overlay

Creative Specs – Facebook Video

Details	
Video Encoding	H.264, high profile preferred, square pixel, fixed frame rate, progressive scan
Thumbnail Image Ratio	Should match video aspect ratio
Frame Rate	30fps maximum
Format	.mp4, no edit lists
Aspect Ratio	[1.33:1/4:3/SDTV] [1.375:1/film] [1.77:1/16:9/HDTV] [1.85:1/film] [2.39:1 OR 2.40:1/widescreen] No pillar/letter boxing
Audio Encoding	Stereo AAC 128kbps+ preferred
File Size	1.75gb maximum
Bitrate	No limit if using 2 pass encoding and file is under 1gb; otherwise [8mb/s for 1080p] [3mb/s for 720p]
Video Length	45 minutes maximum
Video Text	90 characters

Creative Specs – instagram

Details	
Instagram Image Size	1080x1080
Instagram Image Ratio	1:1
Caption	Text only; 125 characters recommended; 300 characters maximum
File Type	.jpg or .png
File Size	30mb maximum
Call to Action (must choose one)	[Book Now] [Contact Us] [Download] [Learn More] [Shop Now] [Sign Up] [Watch More]
Restriction	Images must not include more than 20% text facebook.com/ads/tools/text_overlay

Restricted content

Any graphic or text contained within the ads must not promote the following:

	Category	Details
Restricted Content	Counterfeit Goods	Trademarks or logos identical (or substantially indistinguishable from) the trademark of another
	Dangerous Products or Services	Recreational drugs, psychoactive substances, weapons & ammunition, explosive materials, fireworks, tobacco products
	Products or Services that Enable Dishonest Behavior	Hacking software or instructions, fake documents, academic cheating service
	Offensive or Inappropriate Content	Hatred, violence, harassment, racism, sexual/religious/political intolerance, shocking content, sale/trade of endangered species

Promotion of the content below is allowed, but on a limited case-by-case basis:

	Category	Details	Must Not:
Allowed Content on case-by-case basis	Alcoholic Beverages	Beer, wine, sake, spirits or hard alcohol, champagne, fortified wine, non-alcoholic beer, non-alcoholic wine, non-alcoholic distilled spirits	<ul style="list-style-type: none"> Violate applicable laws and industry standards for any location that your campaign targets Imply that drinking alcohol can improve social, sexual, professional, intellectual, or athletic standing, or provide health/therapeutic benefits Portray excessive drinking in a positive light or feature binge or competition drinking Show alcohol being consumed in conjunction with the operation of a vehicle of any kind, the operation of machinery, or the performance of any task requiring alertness or dexterity
	Adult-oriented Content	Offline adult entertainment, adult merchandise, dating services, international bride services, sexually suggestive content, images containing exposed skin and nudity	<ul style="list-style-type: none"> Violate applicable laws or regulations for any location that your campaign targets Target minors Promote sexually explicit content, content with underage or non-consensual sexual themes Promote escort services or other services that may be interpreted as providing sexual acts in exchange for compensation
	Gambling-related Content	Physical casinos, poker/betting sites, bingo/roulette/sports events, national/private lotteries, sports odds aggregator sites, sites offering bonus codes or promotional offers for gambling sites, online educational materials for casino-based games, non-casino-based cash game sites	<ul style="list-style-type: none"> Comply with applicable laws and industry standards for any location that your campaign targets Meet local licensing requirements for all gambling-related products and services you are promoting Clearly display information on your website about responsible gambling Ensure that you do not target minors
	Healthcare-related Content	Over-the-counter medication, prescription medication, information about prescription medication, online/offline pharmacies, pregnancy & fertility-related products and services, medical services & procedures, medical devices & tests, clinical trial recruitment, sexual enhancement treatments	<ul style="list-style-type: none"> Violate applicable laws and industry standards for any location that your campaign targets Promote unapproved pharmaceuticals and supplements
	Political Content	Promotion of political parties or candidates, political issue advocacy	<ul style="list-style-type: none"> Violate applicable laws and industry standards for any location that your campaign targets Advertise during any applicable election 'silence periods' Violate country-specific requirements