



IntelliQuest



TERMS OF DELIVERY & CREATIVE SPECS

2016 Q4

IMPORTANT NOTES

Terms of Delivery

- URL's **must** be provided with the creative delivery
- Handling times (**10th of the month prior to flight**) are necessary to test the banners & modify them if required – otherwise we cannot guarantee your campaign will launch on the proposed start date
- Upload materials to <http://Materials.AJRMediaGroup.com>
Choose IntelliQuest as product then follow instructions.

Naming Convention

- Banner/video file names must be clear and concise:
 - Naming Convention:
Advertiser – Campaign – Creative Concept – Creative Size
 - Example:
Publicitas – Visit Canada 2016 – Blue Sky – 300x250

PROHIBITED CONTENT

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

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

RESTRICTED CONTENT

Promotion of the content below is allowed, but on a limited 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

Must Not

- 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

RESTRICTED CONTENT

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

Adult-oriented Content

- Offline adult entertainment, adult merchandise, dating services, international bride services, sexually suggestive content, images containing exposed skin and nudity

Must Not

- 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

RESTRICTED CONTENT

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

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

Must

- 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

RESTRICTED CONTENT

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

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

Must Not

- Violate applicable laws and industry standards for any location that your campaign targets
- Promote unapproved pharmaceuticals and supplements

RESTRICTED CONTENT

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

Political Content

- Promotion of political parties or candidates, political issue advocacy

Must Not

- Violate applicable laws and industry standards for any location that your campaign targets
- Advertise during any applicable election 'silence periods'
- Violate country-specific requirements

CREATIVE SPECS – IMAGE

	Dimensions (WxH)	Max Size	Format
Display	300x250	100kb	.jpg .png .gif
	300x600	100kb	
	728x90	100kb	
	160x600	100kb	
Mobile	300x50	50kb	
	320x50	50kb	
	300x250	100kb	
<i>Disclaimer</i>	<ul style="list-style-type: none"> • Animation must be 15 seconds or shorter • Animation can be looped but must stop after 15 seconds • Animated ads must be slower than 5fps 		

CREATIVE SPECS – HTML5

	Dimensions (WxH)	Max Initial Load	Host-Initiated Subload	Format
Display	300x250	150kb	300kb	.zip (for each creative – include all images, .html, .css, .js files)
	300x600	150kb	300kb	
	728x90	150kb	300kb	
	160x600	150kb	300kb	
Mobile	300x50	50kb	200kb	
	320x50	50kb	200kb	
	300x250	50kb	200kb	
<i>Additional Notes</i>	<ul style="list-style-type: none"> • <i>Audio:</i> User initiated (default is mute) • <i>Animation:</i> 15 seconds or less • <i>Frame Rate:</i> 24fps • <i>Z-Index Range:</i> 0 – 4,999 • <i>Page Protocol:</i> Secure reference required (i.e. https://) • <i>Click Tag:</i> Required for each creative • <i>Backup Image:</i> Required for each creative, must be under 100kb 			

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 = "http://www.publicitas.com"; </script>
</head>
[The rest of your creative code goes here.] </html>
```

CREATIVE SPECS - HTML5 CLICK TAG

Click Tag Example (continued)

- 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 – RICH MEDIA

Details	
In-Banner Video Length	30 seconds
In-banner Video Start	User initiated
Frame Rate	24fps
Audio	User initiated (default is mute)
Initial File Load	150kb (content that loads simultaneously with the webpage)
Polite File Load	300kb (content that loads after the webpage finishes loading)
User-initiated File Load	2.2mb max (inclusive of initial + polite loads)
User-initiated Streaming	No limit

CREATIVE SPECS – FLASH

Disclaimer

- ATS **no longer supports** flash (.swf) creatives due to security concerns and due to limitations set by Google's Chrome browser
- If desired, .swf files can be converted into HTML5 creatives
- Please note that this is a band-aid solution – we recommend you develop HTML5 creatives in collaboration with your creative persons/agencies
- All converted HTML5 files must comply with the guidelines set out in the HTML5 slide

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

Details	
Headline	50 characters maximum
Text	120 characters maximum
Image Size	1200x628 OR 600x600
Brand Logo Size	300x300
File Type	.jpg or .png
FileSize	720kb maximum
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

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)