



DISPLAY AD SPECS

GENERAL CREATIVE SUBMISSION DETAILS

Deadlines: All Creative assets (creative/ad units & landing page URL), must be received by IAT a minimum of 48 hours prior to launch date (excluding weekends/stat days). If using Brand Security, assets must be received by IAT a minimum of 96 hours prior to launch date, due to additional setup process.

File Names: All ads must use unique file names, and should include the advertisers name, the campaign date, the campaign title, the creative set, and the creative size:

Company (Oct 2015) Sales - Video Ad1.mp4

GENERAL BEST PRACTICES FOR CREATIVE

ANIMATED ADS

1. Must be 15 seconds or less
2. 5 frames per second or slower
3. No strobing, flashing backgrounds or distracting animations.
4. Animations can be looped, under the following conditions:
 - Max length of 15 seconds, after which the ad must be static.
 - No more than 3 loops.
 - No more than 5 seconds per loop
5. When Animating creative, always be conscious that when the animation stops, you need to consider what the final frame will be - Which will be static on the page.

THIRD PARTY CREATIVE

- Third party creative must fit within the proper guidelines specified above.
- All third party creative must be able to accept a dynamically generated click tracking url.
- Ignite requires that all third party and HTML tags be able to handle a clicktracking URL. If your third party ad server is not DART or Atlas, please include instructions on how to utilize this click-tracking functionality along with this creative.
- Individual third party tag must be generated for each unique creative.
- Ignite accepts the following third party ad tags: 24*7 Real Media, Atlas DMT, Doubleclick (DART), MediaMind (EyeBlaster), Zedo, Yield Manager.

OTHER BEHAVIORS FOR CREATIVE

The following coded behaviors have restrictions on their use:

1. **Borders:** Creative MUST feature a one pixel black border on every image/ frame.
2. **Extra Calls:** Your ad code cannot make external server calls for additional JavaScript or further functionality. All functionality must be localized to the code itself.
3. **Tracking Bypass:** You cannot change the behavior of your ad to avoid or eliminate the redirect URL
4. **Destination Changes:** The ad should direct users to a webpage with the appropriate destination URL. It should not open the destination URL within the ad iFrame itself.
5. **Cursor Behavior:** Your ad may affect or change a user's mouse cursor (arrow) only after the user initiates an action. Mousing effects must be user initiated. Ads cannot simulate mouse or computer actions like mimicking the movement of a mouse icon.
6. **Random Numbers:** Your creative may not include code that generates or uses random numbers.
7. **Other disruptive Behaviors:** Creative may not be designed or coded to circumvent the basic and usual creative code. This includes (but is not limited to) the ad being displayed normally to users, Ignite registering the impression and click directing the user to the destination URL indicated by the advertiser.
8. **Linking URL's:** Must be domain name based and cannot be the IP address: (i.e., <http://207.123.456.78>)

EDITORIAL REQUIREMENTS

1. **Space Use:** Creative must occupy the entire space of the image size you've chosen.
2. **Orientation:** Creative cannot appear sideways or upside down.
3. **Segmentation/ Multiple Ads:** Creative cannot be segmented, contain multiple copies of itself within the ad, or appear to be more than one ad.
4. **Non-English:** Creative may contain languages other than English under certain conditions. All submissions of non-English ads must be accompanied by an accurate English translation.
5. **Expanding beyond the frame:** Ad animation must be confined to the allotted ad space. Creative that expand beyond the frame or otherwise encroach on the website are not allowed.
6. **Image Quality:** Ad images must be clear, recognizable, and relevant. Text appearing in the ad images must be legible. If the text in the ad includes a "*" you need to include an explanation at the bottom of the image using a small font to explain the purpose. You could use "* see [insert url] for details". We reserve the right to disapprove low quality or blurry ad images.
7. **Simulated Interactivity:** Creative must be "Functional" and cannot contain graphics that simulate interactivity. If Graphics contain radio buttons, drop downs, etc. they must function as such.

UNACCEPTABLE IMAGE AND CONTENT

We may not accept ads containing or relating to certain content. This content includes, but is not limited to, that listed below. Ignite reserves the right to reject or remove any ad in its sole discretion at any time:

OFFENSIVE ADS

- Sexually suggestive text, images or situations (including women in bikinis)
- Defamatory, libelous or threatening images or language
- Potentially offensive graphics or language

MIMIKING NEWS ARTICLES OR TEXT ADS

- Ads cannot mimic news articles and features in design, tone 3rd person sentence structure or topic.
- Ads may not contain screenshots of text ads or otherwise simulate a text ad in any way.

TRICK TO CLICK

- Creative cannot pretend to be a system or site warning.
- Creative cannot mimic or resemble Windows, Mac or Unix dialogue boxes, error message, etc.
- Creative cannot have mock animated features or icons.
- Creative can have an imaged button as long as the purpose of the message within the button is served or achieved through the landing page.

FAMILY STATUS

Ignite assigns a family status to all ads to make sure that ads are shown to an appropriate audience. Image ads and their associated website content must be Family Safe. Any image ads that contain Non-Family Safe or Adult Material will not be accepted.

Ignite reserves the right to preserve the user experience, and reserves the right to remove any creative which is deemed annoying and/or harmful to our users at anytime.

OTHER

Specific for **Animated Ads** and **Display Ad Builder/Template Ads**:

- Ads cannot have mock animated features or icons without the functionality working.

Specific for **Animated Ads**:

- The sole purpose of the ad cannot be to play a contest or game or to win prizes.

CREATIVE AD SPECS: STATIC IMAGE ADS

File Types: .JPG, .JPEG, .PNG, .GIF
File Size: 30KB or Smaller

	Rank	Ad Unit	Dimensions	Mobile
Top Performers	1	Medium Rectangle	300 x 250 px	Y
	2	Leaderboard	728 x 90 px	
	3	Mobile Leaderboard	320 x 50 px	Y
	4	Wide Skyscraper	160 x 600 px	
Good Performers	5	Skyscraper	120 x 600 px	
	6	Half Page	300 x 600 px	
	7	Banner	428 x 60 px	
	8	Square	250 x 250 px	Y
	9	Large Mobile Banner	320 x 100 px	Y
Limited Placement Options	10	Small Square	200 x 200 px	Y
	11	Vertical Rectangle	240 x 400 px	
	12	Large Rectangle	336 x 280 px	
	13	Billboard	970 x 250 px	
	14	Large Leaderboard	970 x 90 px	

CREATIVE AD SPECS: ANIMATED IMAGE ADS

File Types: .GIF
File Size: 30KB or Smaller

	Rank	Ad Unit	Dimensions	Mobile
Top Performers	1	Medium Rectangle	300 x 250 px	Y
	2	Leaderboard	728 x 90 px	
	3	Wide Skyscraper	160 x 600 px	
Good Performers	4	Skyscraper	120 x 600 px	
	5	Half Page	300 x 600 px	
	6	Banner	428 x 60 px	
	7	Square	250 x 250 px	Y
	8	Large Mobile Banner	320 x 100 px	Y
Limited Placement Options	9	Small Square	200 x 200 px	Y
	10	Large Rectangle	336 x 280 px	
	11	Billboard	970 x 250 px	
	12	Large Leaderboard	970 x 90 px	