



# Creative Guidelines

## DISPLAY

Ad Unit Size	Maximum File Size	Looping/Animation	Format	Special Instructions	Additional Instructions
728x90	30k	3 times, 15 seconds	HTML, gif, jpeg	Audio and/or video must be user initiated.	All ads must contain a border.
300x600	30k	3 times, 15 seconds	HTML, gif, jpeg	Audio and/or video must be user initiated.	All ads must contain a border.
160x600	30k	3 times, 15 seconds	HTML, gif, jpeg	Audio and/or video must be user initiated.	All ads must contain a border.
300x250	30k	3 times, 15 seconds	HTML, gif, jpeg	Audio and/or video must be user initiated.	All ads must contain a border.

### **Branding Study Advertising Specs**

- Ads should not be designed to blend in with the site (e.g. do not mimic editorial fonts or colors, etc.)
- Ads with a white or transparent background must include a 1 pixel-wide border.
- Sponsor of the advertising message must be clearly identified
- GRID reserves the right to decline any advertising (e.g. "alert" window ads, false computer messages, etc.)
- GRID reserves the right to ask for revisions if not in keeping with its standards.

### **GRID General Guidelines:**

- Advertiser's landing page must match the offer being made in the advertisement
- An ordinary person must be able to make an informed decision from the offers in the ad
- It is the advertiser's responsibility to ensure that all product claims, warranties, guarantees or other assurances comply with applicable laws & regulations
- Ad unit and landing page must have detailed disclosures/disclaimers as appropriate
- Banners may not "Flash" messages which overly distract the user.
- All banners and advertising, when clicked, will launch the linked site in a new browser window.

### **Creative CANNOT:**

- Use "bait and switch" tactics, e.g. advertising that promotes an unavailable product or price as a means of luring the user into purchasing a different product.
- Display false functionality - contain graphics that simulate interactivity where no such interactivity exists
- Resemble error messages or Windows/Mac/Unix dialogue boxes
- Prompt a download
- Mimic news headlines in design, tone, third person sentence structure, or topic



# Creative Guidelines

## **VIDEO**

Supported formats: MP4, MOV, M4V format

### **Ad Unit Sizes**

640 x 480 4:3

640 x 360 16:9

### **Minimum File Sizes**

For 15 second video ads, file size should be at least 4 MB

For 30 second video ads, file size should be at least 8 MB

### **Additional Specifications**

Video bit rate at least 2Mbps

Minimum video frame rate 15 fps

Maximum video frame rate 30 fps

Color depth: 32-bit

Key frames: every 1 second

Preferred resolution 640x480 (400x300 minimum)

Audio codec MP3

Video must be IAB VAST 2.0 compliant

Video/audio must be user initiated