

CREATIVE STANDARDS & GUIDELINES: RICH MEDIA ADS and BROADBAND VIDEO COMMERCIALS

Format Category	Format (WxH)	File Size (flash)	Audio	Animation Length	Controls	Labeling & Other Items
Display Ads	300 x 250	30 kb	User Initiated (on click)	15 seconds or 3 times through frames (first between)	Not Applicable	Label - "Advertisement" Font = 16 pt
	728 x 90	40 kb				
Logo Ads	300 x 600	40 kb				
Expandable Units	160 x 60	15 kb				
	User-Initiated Expandable Ads	40 kb	User Initiated (on click)	15 Seconds	Control = "Close X"	Label - "Advertisement" Font = 16 pt
Non-User-Initiated Expandable Ads	Font - 16 pt					
Over the Page Floating Units	Floating Ads	40 kb	User Initiated	15 Seconds	Control = "Close X"	Label - "Advertisement" Font = 16 pt
	Landing Spots (Floating)				Font - 16 pt	
Between the Page Units	Transition Ads	30 kb	User Initiated - PSUE	15 Seconds	Location = Edge of Original (non-expandable) U	Label - "Advertisement" or "Brought to you by"
					Feature = Enable Mouse-off Retraction	
					Location = Fixed Placement at location of FIRST completely visible frame	Location = Above the Fold (top of ad)
					Not Applicable	
					Control = "Skip Advertisement"	
					Font - 16 pt	
					Location = Above Fold in Lower Right Corner	

*A required 'click tag' is needed in any Flash Ad. This consists of a single layer which spans the entire animation. This layer needs to have a invisible button and include the action script that follows. This code will be used in tracking clicks from the ad, and directing it to the proper URL. Do not edit or include the web address in this code. The URL will be applied later when posting the ad live.

PSUE: Publisher Sets User Expectation

```

-----
on (release) {
if (clickTAG.substr(0,5) ==
"http:") {
  getURL(clickTAG, "_blank");
}
}
-----

```

GUIDELINE	RECOMMENDATION
Placement	Publisher specific availability: ▪ Pre Roll = Before Content* ▪ Mid Roll = During Content* ▪ Post Roll = After Content * Content may include streaming video, animation and gaming in an interactive environment
Panel Size	Recommended minimum of 300 x 225
Panel Aspect Ratio	4:3 aspect ratio (e.g. 400x300) or 16:9 ratio (e.g. 720x480)
Encoded Bit Rate	Recommended minimum of 200 Kbps
Commercial Length	▪ Pre & Mid Roll = up to 30 seconds ▪ Post Roll = No Minimum or Maximum
Frequency Capping	Since these are user-initiated content experiences, no capping
Content-to Commercial Ratio	Publisher specific
Commercial Interactivity	Available, publisher specific
Controls	▪ Host-initiated Play & Audio ▪ Start/Stop & Volume On/Off Controls Required ▪ Fast Forward disabled through ad play

▪**Definition:** Broadband Video may appear before, during, and after streaming video, animation, gaming, and music video content in a player environment. Live, archived, and downloadable streaming content.

▪**Scope:** Focuses on streaming video advertising. This guideline does not address streaming audio only commercials, video within in-page ad units or broadband ad measurement.

▪**Panel Size:** Recommended video panel size is 300x225, which allows for a 25 pixel tall control bar, and in following with NCTA guidelines; 4:3 aspect ratio (400x300) or 16:9 aspect ratio (720x480).

▪**Encoded Bit Rate:** “Broadband” is considered to *start* at 200 Kbps; our objective is to ensure minimum quality by setting a minimum encoded bit rate.

▪**Commercial Length:** In-stream commercials up to :30 long for pre and mid-roll commercials. PSUE post roll.

▪**Frequency Capping:** Since these ads are host-initiated only, no frequency caps are needed.

▪**Interactivity:** Publisher specific, please speak to sales associate. Options include: Clickability –in-stream video interactivity, Video Hot Spot –cursor indicates an interactive area within the video, and/or Additional Info –Link to more advertiser / product information.

▪**Controls/Control Actions:** Our objective here is to balance ad views while minimizing user annoyance. The minimum player controls present during play will be Start/Stop and Volume On/Off /Softer/Louder Control. Other possible buttons include Fast Forward/Rewind, Pause, Zoom and other as needed.

▪**Around Stream Ads:** Persistent, synchronized banners, buttons, or text links which appear in close proximity to the Broadband Video Commercial.