

Media Kit

Guidelines and Specifications for Digital Advertising
across Insightful Media and i-Believe.

January 2015

ENGAGE YOUR AUDIENCE WHERE AND WHEN IT MATTERS

Today's consumers switch seamlessly between devices all day without a second thought—from desktop computers to smartphones to tablets, and back again. Ads should reach them just as seamlessly, with creative that is tailored for the person, the device, the time of day, and even the geographic location.

Our platform enables you to create audience-first campaigns that reach the right audiences on the right channels and devices, at the right time and in the right place.

This document will introduce you to the wide range of ad formats available for delivery to web and mobile application inventory across various connected devices. From standard banners to dynamic Rising Stars ads, all of our ad formats comply with industry standards.

As you explore this Media Kit, if you have any additional questions about creating optimized audience-first campaigns, please contact Lee Thompson at lee@insightfulmedia.ie.

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STANDARD BANNERS

Overview

Standard banner ads come in a variety of sizes and are one of the most dominant and prevalent ad formats available to advertisers. This form of advertising often contains text and can include static or animated images (i.e., Flash, JPG, GIF). Standard banners can be delivered to desktop browsers, mobile browsers, and mobile apps.



STANDARD BANNERS

Guidelines and Specifications

To see these sizes illustrated on different devices, see pages 18 and 19.

Format	Size	MOBILE		
		DISPLAY	BROWSER	APP
Small Banner	120x20		x	x
Small Square	120x120	x		
Skyscraper	120x600	★	★	★
Wide Skyscraper	160x600	★	★	★
Medium Banner	168x28		x	x
Rectangle	180x150	x		
	180x460	x		
Square	200x200	x	x	x
Large Banner	216x36		x	x
	227x69	x		
Half Banner	234x60	x		
Vertical Rectangle	240x400	x		
Square Pop-Up	250x250	x		
	250x360	x		
Mobile Banner	300x50	x	x	x
Medium Rectangle	300x250	★	★	★
Half Page	300x600	★		
Portrait	300x1050	x		
Mobile Banner	320x50	★	★	★
	320x80	x		
	320x400		x	x

Format	Size	MOBILE		
		DISPLAY	BROWSER	APP
Large Rectangle	336x280	★		
	400x320		x	x
Monster	425x600	x		
Full Banner	468x60	★	★	★
Tablet Banner	480x80		x	x
	480x300	x		
	720x480	x		
Leaderboard	728x90	★	★	★
	750x200	x		
Tablet Banner	800x80		x	x
	800x250	x		
	900x250	x		
	930x180	x		
Billboard	970x250	x		
	980x120	x		
	980x240	x		
	1000x90	x		
	1000x300	x		
	1800x1000	x		
File Formats		GIF, JPG, PNG, SWF		GIF, JPG, PNG
Maximum File Size		50K		

★ Most popular formats to maximize available inventory.

Submission Guidelines

All submission guidelines apply (see page 21).

RICH MEDIA BANNERS

Overview

Rich media banners allow users to interact with your ads while on a web page (as opposed to simply animating). When clicked or tapped, many types of external sites or services can be initiated (call, download, app store, landing page, tweet, etc.) to drive user action. These advertisements function as banners, as well as transitionals and various over-the-page units such as floating ads, page takeovers, and tearbacks. They can be used singularly or in combination with various technologies, including but not limited to, sound, video, or Flash—and with programming languages such as Java, JavaScript, and DHTML.



RICH MEDIA BANNERS

Guidelines and Specifications

To see these sizes illustrated on different devices, see pages 18 and 19.

Format	Size	MOBILE		
		DISPLAY	MOBILE	MOBILE
Format	Size	Browser	Browser	App
Small Banner	120x20		x	x
Small Square	120x120	x		
Skyscraper	120x600	★	★	★
Wide Skyscraper	160x600	★	★	★
Medium Banner	168x28		x	x
Rectangle	180x150	x		
	180x460	x		
Square	200x200	x	x	x
Large Banner	216x36		x	x
	227x69	x		
Half Banner	234x60	x		
Vertical Rectangle	240x400	x		
Square Pop-Up	250x250	x		
	250x360	x		
Mobile Banner	300x50	x	x	x
Medium Rectangle	300x250	★	★	★
Half Page	300x600*	★		
Portrait	300x1050*	x		
Mobile Banner	320x50	★	★	★
	320x80	x		
	320x400		x	x

Format	Size	MOBILE		
		DISPLAY	MOBILE	MOBILE
Format	Size	Browser	Browser	App
Large Rectangle	336x280	★		
	400x320		x	x
Monster	425x600	x		
Full Banner	468x60	★	★	★
Tablet Banner	480x80		x	x
	480x300	x		
	720x480	x		
Leaderboard	728x90	★	★	★
	750x200	x		
Tablet Banner	800x80		x	x
	800x250	x		
	900x250	x		
	930x180	x		
Pushdown	970x90*	x		
Billboard	970x250*	x		
	980x120	x		
	980x240	x		
	1000x90	x		
	1000x300	x		
	1800x1000	x		
Third-Party Ad Server Supported Formats		HTML5, SWF	HTML5	MRAID
Maximum File Size			50K	

★ Most popular formats to maximize available inventory.

* IAB Rising Stars unit. Refer to pages 8 and 9 for more details.

Submission Guidelines

All submission guidelines apply (see page 21), as well as the following:

- Ads cannot expand.

RICH MEDIA BANNERS

IAB Rising Stars Ad Units

These brand-centric rich media ad units tap into the breadth of cutting-edge technology available today, providing new tools that resonate with consumers and serve as powerful vehicles for advertisers.

Rising Stars units give you access to optimal, prominent creative space and provide your audiences with richly engaging experiences. They allow for a myriad of creative and content possibilities, as well as varying levels of interactivity. With Rising Stars units, you can provide an engaging branded experience.



RICH MEDIA BANNERS

IAB Rising Stars Guidelines and Specifications

We currently support the following Rising Stars units:

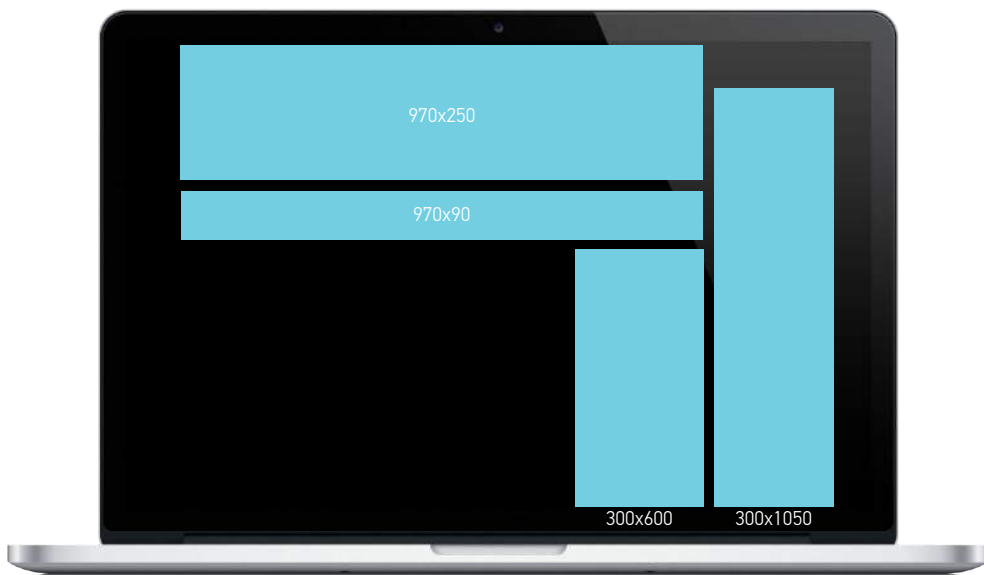
- Billboard (970x250)
- Filmstrip (300x600)
- Portrait (300x1050, 300x3000 expanded)
- Pushdown (970x90, 970x415 expanded)—in beta

Prerequisites

- Requires a third-party (non-Turn) ad server.
- Deal ID participation: A Private Marketplace Agreement is recommended to guarantee access to all available Rising Stars units. Access to Rising Stars impressions is possible without such an agreement; however, support for these units is at the discretion of each individual ad exchange.
- Mapping file—for beta units only (an Excel spreadsheet that maps a standard creative size to a Rising Stars unit).

Please see complete details and technical specifications for IAB Rising Stars units at www.iab.net/risingstars.

Publisher	Ad Exchange	Billboard	Filmstrip	Portrait	Pushdown
ABC	Rubicon		x		
AccuWeather	PubMatic	x	x	x	
BBC	Rubicon	x	x	x	x
Business Insider	PubMatic		x	x	
Fox	AdX		x	x	
Glam	Rubicon	x		x	x
Hearst	PubMatic	x	x	x	x
Scripps	PubMatic	x		x	
SpinMedia	AdX	x	x	x	
Thought Catalog	Rubicon	x	x		
Time	Rubicon	x			



EXPANDABLE BANNERS

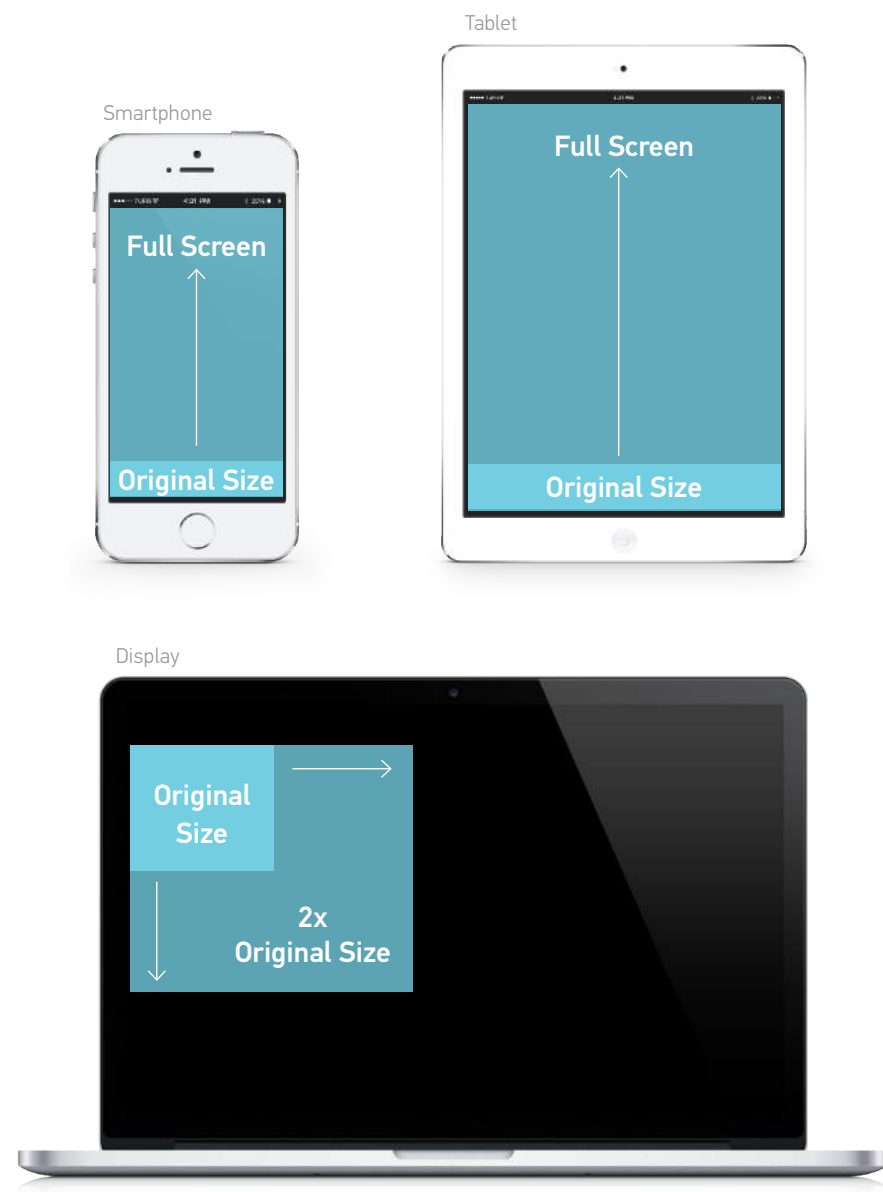
Overview

Expandable banners increase in size to provide more content in response to an action taken by the viewer (click, rollover, tap, etc.). They support highly engaging and sophisticated creative without forcing the consumer to leave the publisher's content. The expandable banner is an extremely popular ad format that offers support for advanced, highly effective ad features, multiple pages, and detailed media, ad, and video metrics.



EXPANDABLE BANNERS

Guidelines and Specifications



	DISPLAY		MOBILE	
	Browser	Browser	App	
Original Size	All standard banner sizes are supported			
Maximum Expansion Size	2x initial ad size	Full screen, based on type of device		
Supported Standards	HTML5, SWF	HTML5	MRAID	
Maximum File Size	50K initial load; 2.2MB for expanded load			

Submission Guidelines

All submission guidelines apply (see page 21), as well as the following additional guidelines:

- The ad must be hosted by a certified rich media ad server.
- A prominent close button (x) is required.
- All text on control buttons displayed on a non-mobile browser requires font size 16 or bigger (close button (x), play, rewind, pause, volume).
- Audio and expand must be user-initiated.
- The maximum auto-play video length is 15 seconds (rollover or click-to-expand).
- Relooping must be user-initiated.
- The maximum auto expansion cycle is 3 seconds.

Mobile:

- After user taps to engage with a rich media ad unit, there are no limitations for video or audio duration or looping.

Response mechanisms can include, but are not limited to:

- Tap-to-call: initiate a phone call.
- Tap-to-download: initiate an app download.
- Tap-to-video: launch the device's media player.
- Tap-to-web: redirect the user to a landing page on a mobile site.
- Tap-to-map: launch a local map using location information passed via rich media creative.

Additional support for all components and custom interactions as defined by approved ad servers.

INTERSTITIAL BANNERS

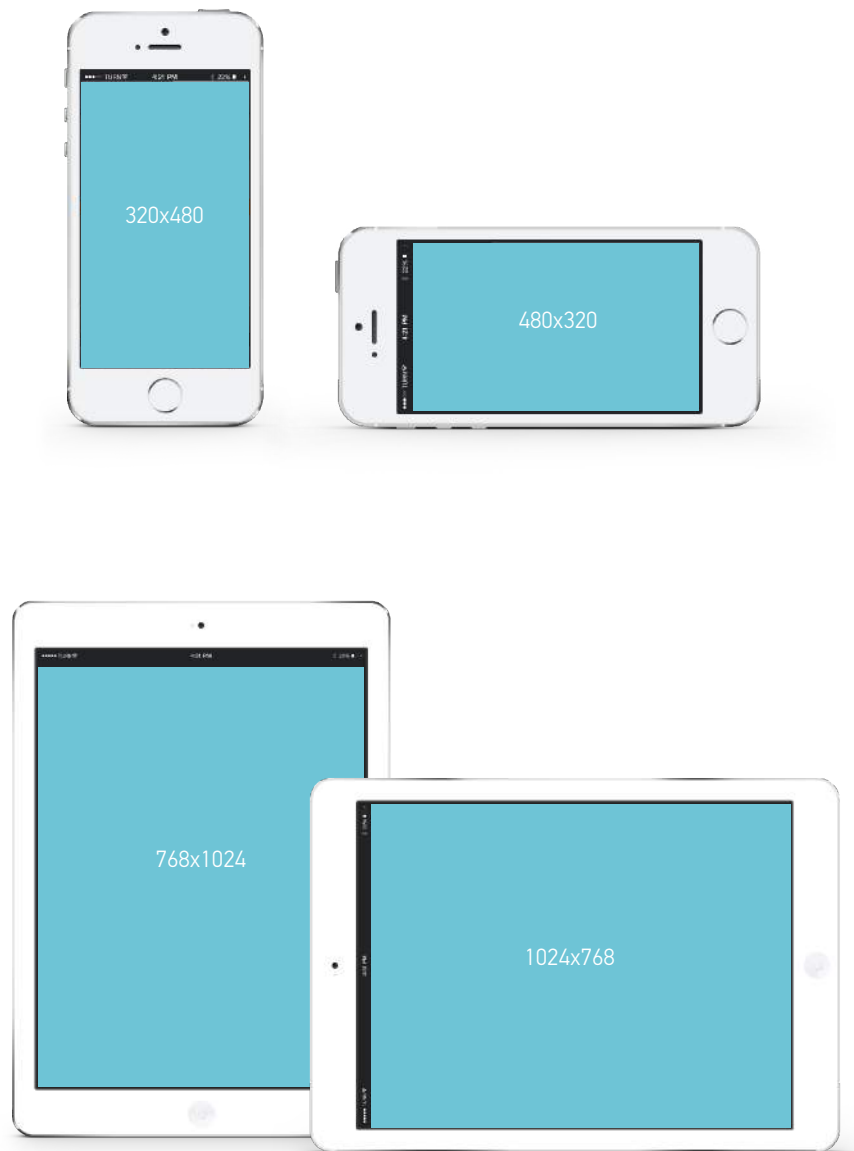
Overview

Highly effective at grabbing a mobile user's attention, interstitials are full-screen ad panels that appear before, after, or in-between pages of content. They provide luxury ad real estate that incorporates engaging features while capturing in-depth analytics, ranging from ad engagement to best-in-class video metrics.



INTERSTITIAL BANNERS

Guidelines and Specifications



Format	Dimension	MOBILE	
		Browser	App
Mobile Portrait Interstitial	320x480	x	x
Mobile Landscape Interstitial	480x320	x	x
Tablet Portrait Interstitial	768x1024	x	x
Tablet Landscape Interstitial	1024x768	x	x
Turn Ad Server Supported Formats		Static	
Third-Party Ad Server Supported Formats		Static, Rich Media	

Submission Guidelines:

All submission guidelines apply (see page 21), as well as the following additional guideline:

- A close button is required on interstitials.

VIDEO ADS

Overview

In-Stream Video—VAST

In-stream video ads leverage sight, sound, and motion to captivate your audiences online. Especially good for building brand awareness, these ad formats can be delivered before, after, or in-between online video content anywhere video players are applicable—across devices. We support VAST 2.0 across our ad servers and third-party video ad servers.

In-Stream Video—VPAID

For more dynamic in-stream video, we also support VPAID 1.0 ad formats that can include interactive components such as overlays, social media links, etc. This allows you to take advantage of all the benefits of VAST 2.0, while taking it to another level by including additional features that engage your audience. We currently only support VPAID 1.0 via third-party ad servers.

In-Banner Video—Flash or HTML5

In-banner video ads are rich media banners that automatically play a video when the impression is served. These videos cannot expand beyond the boundaries of the banner ad, but can include a link to drive users to take action.



Flash or HTML5

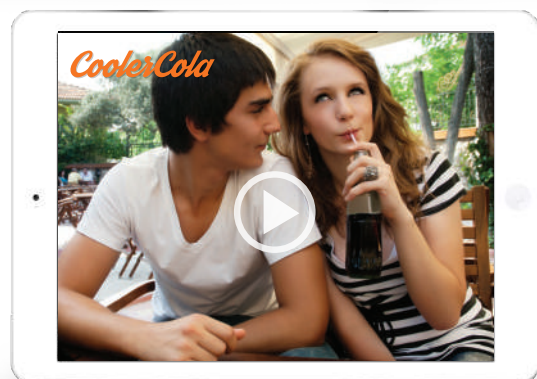


VIDEO ADS

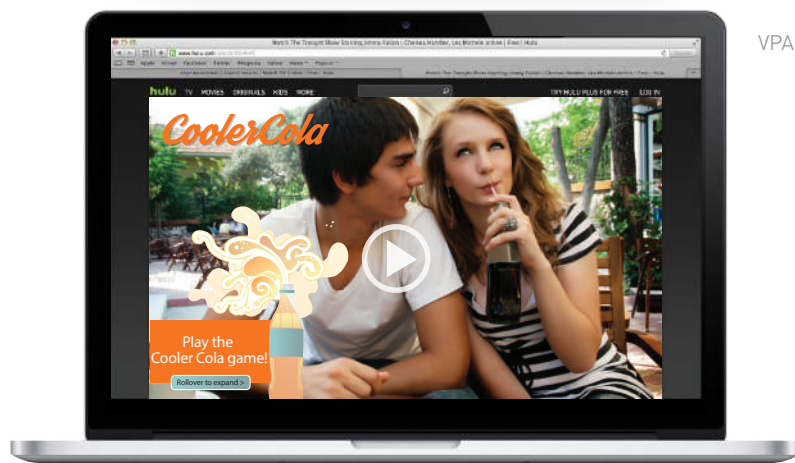
Guidelines and Specifications



VAST



VPAID



	DISPLAY	VIDEO	
	Browser	Browser	App*
Placement	In-banner	In-stream	In-stream
Insertion Point	n/a	Pre-roll, mid-roll, post-roll	Pre-roll
Maximum Ad Display Duration	:15	:15, :30, :60	:15 (recommended), :30
Ad Size	300x250 recommended; any banner size can be supported	Aspect ratio can be 4:3 (standard screen) or 16:9 (wide screen)	
Maximum File Size	50K	Less than or equal to 5MB (for :15 and :30) or 10MB (for :60)	Less than or equal to 5MB
Turn Ad Server Supported Formats	n/a	VAST 2.0 FLV, MP4, and WebM files are required for HTML5 inventory (recommended for improved reach).	VAST 2.0 FLV and MP4 are required.
Third-Party Ad Server Supported Formats	SWF, HTML5	VAST 2.0, VPAID 1.0 FLV, MKV, MOV, MP4, MPEG-1, MPEG-2, OGG, WebM, and WMV files are supported.	VAST 2.0 MP4 required.

*Video can also be served to a mobile app formatted as rich media through the mobile channel.

Submission Guidelines

All submission guidelines apply (see page 21).

- Skippable video ad formats are supported via AdX in North America, Europe, and Asia/Pacific.

Companion Ads

- Companion ads are only supported on desktop browsers.
- 300x250 is the most common size available in inventory (recommended by Turn).
- Click tracking for companion banners is not supported when served by third-party ad servers.



FACEBOOK ADS

Overview

With Facebook ads, you can take advantage of the social media giant's enormous captive audience, complementing your overall display campaign and extending its reach into social media.

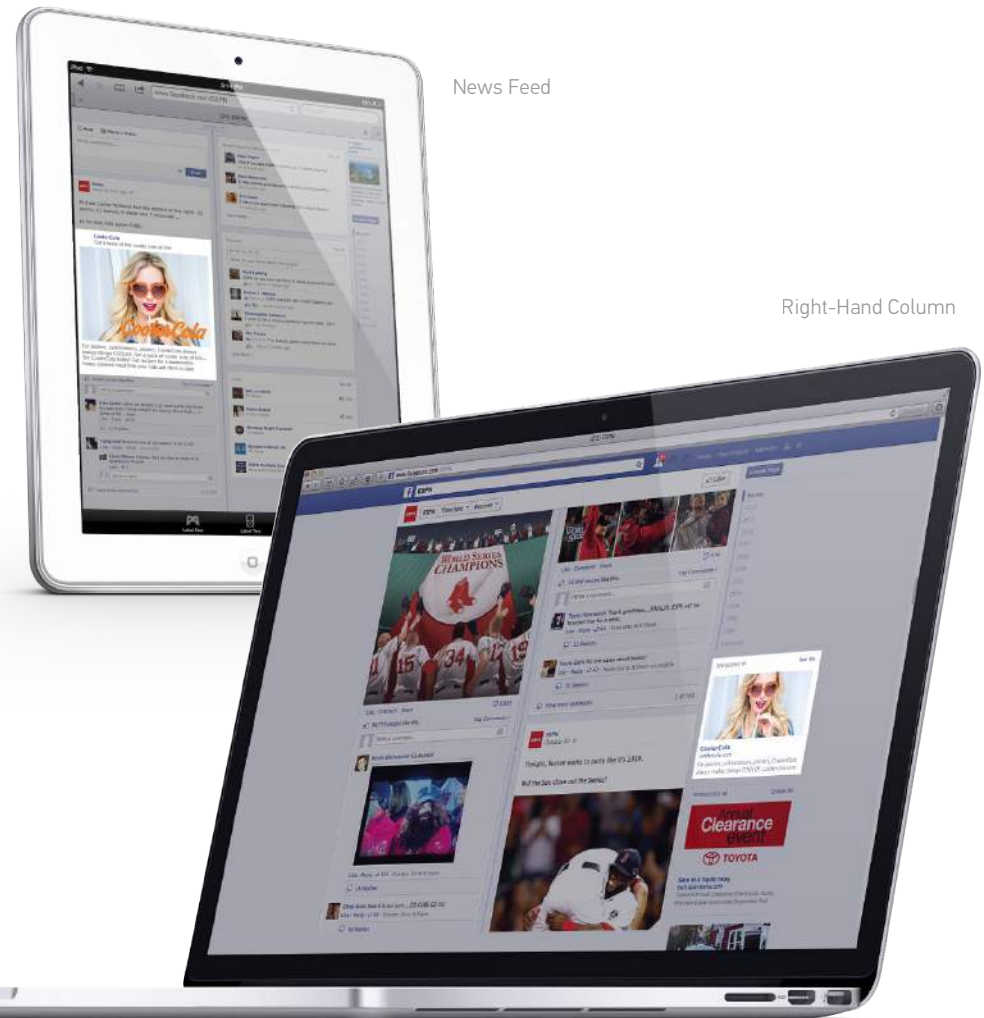
News Feed Ads

News Feed ads enable you to reach over a billion unique users around the world. Delivered within Facebook's most valuable real estate—the News Feed—this ad format can be extremely effective and versatile.

Right-Hand Column Ads

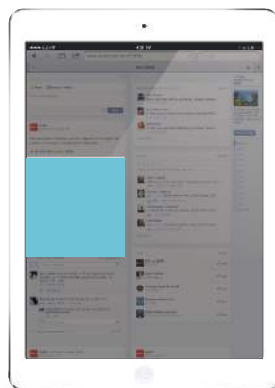
Right-hand column ads sit on the right-side rail of various pages in the Facebook ecosystem and can achieve the same user engagement levels seen in high-value News Feed ads, while being as cost efficient as standard banner ads.

Make either ad format more relevant and drive even greater engagement by using Dynamic Creative Optimization (DCO), which allows you to customize your ad in real time with messaging and imagery based on the viewer's attributes (such as recent website behavior or location). Contact your account manager for more details.

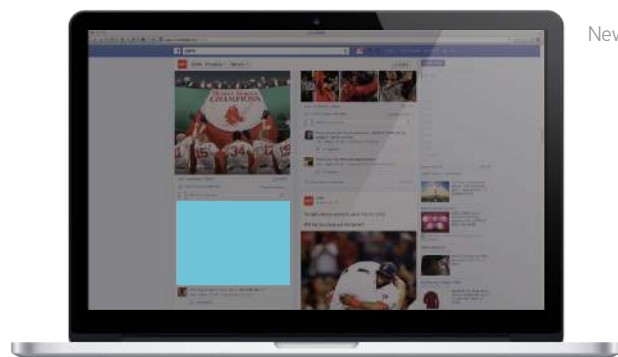


FACEBOOK ADS

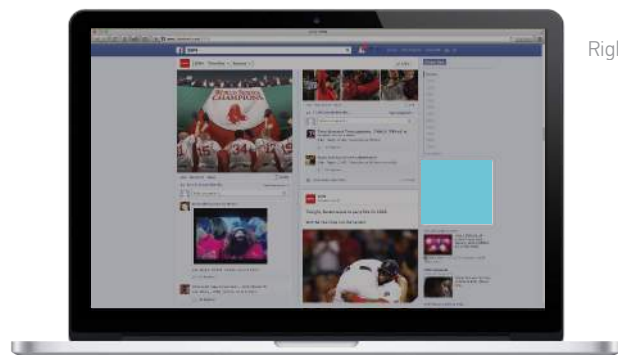
Guidelines and Specifications



News Feed



News Feed



Right-Hand Column

	News Feed	Right-Hand Column
Ad Creative	<ul style="list-style-type: none"> • Message: up to 90 characters. • Name: up to 25 characters. • Domain/Caption: up to 50 characters. • Description: up to 250 characters (exact character count may vary due to spacing restrictions). 	<ul style="list-style-type: none"> • Title: up to 25 characters; no special characters such as () and []. • Text: up to 90 characters; no special characters.
DCO Support	Yes	
Image Sizes	<ul style="list-style-type: none"> • For best image quality, the recommended image size is 600x315 pixels. Other accepted sizes include 470x246, 154x154, or 90x90 pixels. 	<ul style="list-style-type: none"> • For best image quality, the recommended image size is 600x315 pixels (254x133 pixels is also acceptable).

Facebook Requirements

For a complete list of prerequisites and additional requirements, see page 21.

Image Options

- Any images provided outside of the Image Sizes listed above will be resized by Facebook. The image ratio must be 1.91:1 or distortion will occur.
- Ads may not include images comprised of more than 20% text.

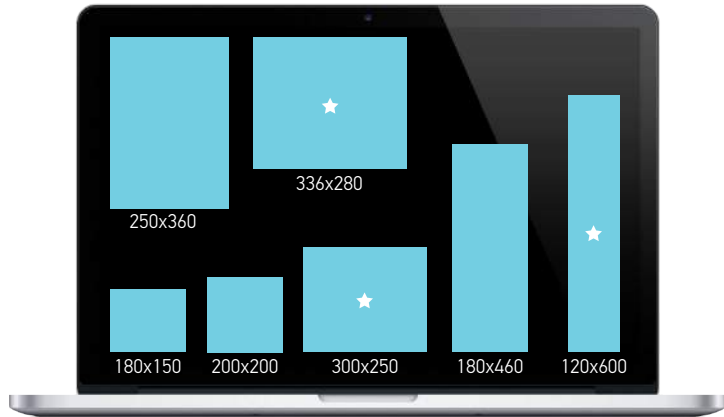
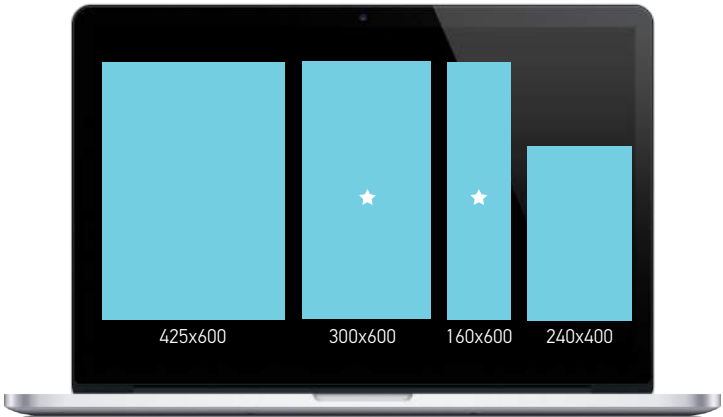
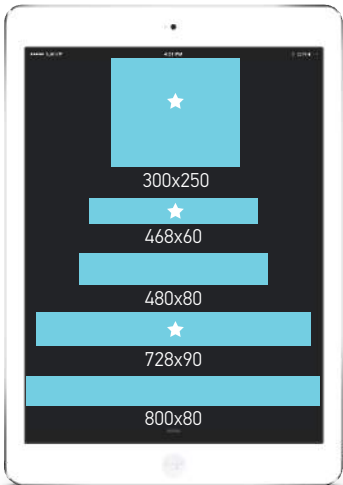
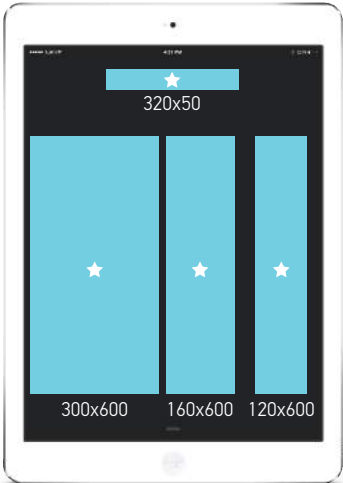
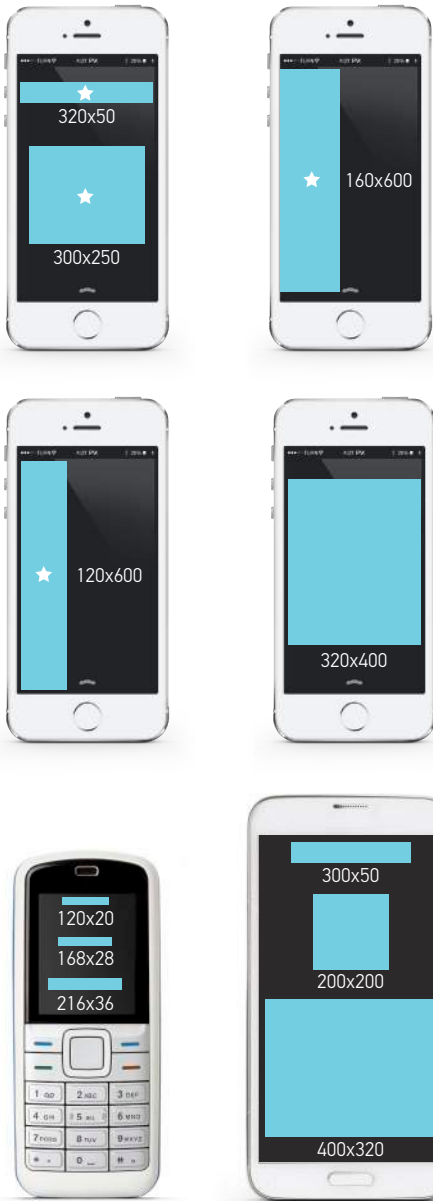
Advertiser Approval

- Advertiser name
- Turn advertiser ID
- Total and daily FBX budget
- Address of advertiser headquarters

View Tags

- The final destination URL must be a 1x1 pixel.
- The final destination URL must contain a valid SSL/TLS certificate.
- The tag cannot drop more than one cookie.
- The cookie size must be less than 1024 characters (1 KB).
- The tag cannot redirect more than once.
- Sample view tag: <https://view.atdmt.com/XYZ/view/123456789/direct/01>
- The tag server must be Facebook-approved.
- Facebook servers must be able to establish a connection with the tag server and receive a response in less than one second.

AD SIZES SHOWN ON DEVICES



★ Most popular formats to maximize available inventory.

AD SIZES SHOWN ON DEVICES






* IAB Rising Stars unit.

MEDIA CHANNEL GUIDE

The media channel is a specific medium used to reach an intended audience through advertising. We currently define media channels (e.g. display, mobile, video, and social) based on how the inventory is classified and sold by an exchange (i.e., inventory partner). The chart below outlines which formats are supported and which devices your ad can be viewed on when served through each channel.

Note: Although banner ads trafficked through the display channel can be served to a mobile browser, the mobile channel is the best way to access inventory specifically optimized for mobile devices, either in application or a mobile web browser.

	DISPLAY		MOBILE		VIDEO		SOCIAL
Ad Format	Browser		Browser	App	Browser	App	Browser
Standard Banner							
Rich Media							
Expandable Banner							
In-Banner Video*							
Interstitial Banner							
In-Stream Video							
Facebook							

*In-Banner Video ads can be trafficked through the mobile channel as rich media.

SUBMISSION GUIDELINES

General Ads

- All creative requires a high-contrast, 1-pixel border.
 - All third-party cookies and tracking must be declared prior to launch.
 - The maximum animation length is 15 seconds, which can be looped up to three times.
 - Creative with floating or pop-up elements will not be accepted.
 - Sub-syndication is not allowed (i.e., one ad tag can only rotate one advertiser's creative).
 - Ads cannot automatically redirect or launch a separate page without user interaction.
 - 1x1 third-party redirect tags are supported for both impression and click tracking.
 - Mobile creative served by third-party ad servers cannot use Adobe Flash (.swf files).
 - Third-party server hosted mobile channel ad creative is not eligible for non-JavaScript inventory.
- Google DoubleClick Ad Exchange (AdX) specifically prohibits the use of JavaScript for mobile ad tags.
- Ad exchanges expressly prohibit the use of creative that portrays imitation features or alerts, including but not limited to play buttons that suggest video capability, close buttons that do not close, or system messages such as Microsoft Windows alerts or virus warnings.

Flash Ads

- We support Flash 10 and all prior versions with ActionScript 1, 2, and 3
 - A clickTAG must also be used with all versions of ActionScript and Flash.
- clickTAG must open in a new browser window. This is accomplished by passing “_blank” in the getURL function: getURL(clickTAG, “_blank”).
- There can be no external calls. Any functions that attempt to install software or access (or modify) the user's browser settings are strictly forbidden. This includes, but is not limited to, locally shared objects (LSO) technologies such as flash cookies, browser helper objects, or HTML5 Local Storage.
 - There can be no external calls. Any functions that attempt to install software or access (or modify) the user's browser settings are strictly forbidden. This includes, but is not limited to, locally shared objects (LSO) technologies such as flash cookies, browser helper objects, or HTML5 Local Storage.
 - The maximum frame rate is 24 FPS.

Contact Us

We're here to help! If you have any additional questions, please contact us at adops@insightfulmedia.ie or adops@i-believe.ie.

Facebook Prerequisites

Provide us with the URL of the brand's Facebook page.

Provide us with advertiser-level permission on Facebook.

Confirm the campaign creative, budget, tactic, and goal.

All Facebook ads must adhere to the Facebook Advertising Guidelines posted at: https://www.facebook.com/ad_guidelines.php.

No more than 20% of the image can contain text. To preview and evaluate your image prior to submission, use the grid tool provided at https://www.facebook.com/ads/tools/text_overlay.

Flexible Ad Serving

We enable you to flawlessly execute your campaigns across video, mobile, social, display, and TV channels by using the third-party ad servers of your choice. Or you can use the ad server in Campaign Suite, which is fully compatible with all major ad servers in the industry.

Certified Ad Servers:

Mobile

Celtra

DoubleClick Ad Exchange (Google)

Medialets MediaMind

PointRoll

SteelHouse

Display

Turn has over 300 partnerships with display ad serving companies.

Video

Adap.tv

ADTECH

Brainient

Eyeblander

Eyeview

FlashTalking

Innovid

Jivox

LiveRail

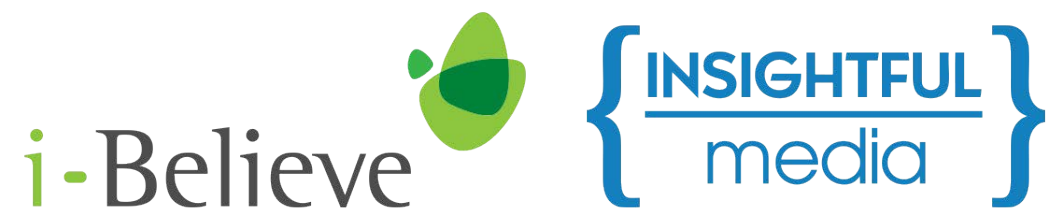
Mixpo

Pipewave

VideoHub

Vindico

The maximum frame rate is 24 FPS.



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