

DIGITAL SPECS

RICH MEDIA & HTML5 SPECS

VIDEO SPECS

Placement Name	Pushdown	Leaderboard	Medium Rectangle	Left & Right Skin	Half Page	Billboard	Mobile Roadblock	Mobile Interstitial	Site Interstitial	Featured Video Sponsored	Pre-Roll
Dimensions	1000x90 OR 970x90	728x90	300x250	185x1024 (2)	300x600	970x250	320x50 Top, 320x50 Bottom & 300x250	320x480 OR 300x250	1600x1000	640x480	640x480
Accepted File Types	Static Image, HTML5 or 3rd Party RM Tag	Static Image, HTML5 or 3rd Party RM Tag	Static Image, HTML5 or 3rd Party RM Tag	Static Image	Static Image, HTML5 or 3rd Party RM Tag	Static Image, HTML5 or 3rd Party RM Tag	Static Image, HTML5 or 3rd Party RM Tag	Static Image	Static Image	Video Embed Code or Video File (MP4,MOV)	VAST Tag (hosting an MP4 HTML5 File)
Site or 3rd Party Served	Site or 3rd Party Served	Site or 3rd Party Served	Site or 3rd Party Served	Site Served	Site or 3rd Party Served	Site or 3rd Party Served	Site or 3rd Party Served	Site or 3rd Party Served	Site Served	Site Served	3rd Party Served
Static Image File Size	50k	50k	50k	50k	50k	50k	50k	50k	100k	N/A	N/A
Max File Size RM Initial/Polite & HTML5	300k	300k	300k	N/A	300k	300k	300k	300k	N/A	N/A	N/A
Animation Time	:09	:30	:30	N/A	:30	:30	:30	:15	N/A	N/A	N/A
Looping	Auto expand 1x, then user initiated by click	Unlimited	Unlimited	N/A	Unlimited	Unlimited	Unlimited	1x per user	1x per user	N/A	N/A
FPS	24	24	24	N/A	24	24	24	24	N/A	N/A	N/A
Expansion Size	1000x300 OR 970x300	728x315	600x250	N/A	600x600	N/A	N/A	N/A	N/A	N/A	N/A
Expansion Direction	Down	Down	Left	N/A	Left	N/A	N/A	N/A	N/A	N/A	N/A
Expand/ Collapse Options	Auto expand 1x, then user initiated by click	User Initiated by Click	User Initiated by Click	N/A	User Initiated by Click	User Initiated by Click	N/A	N/A	N/A	N/A	N/A
Expand/ Collapse Buttons	Required	Required	Required	N/A	Required	N/A	N/A	N/A	N/A	N/A	N/A
Play	Auto-Play	Auto-Play	Auto-Play	N/A	Auto-Play	Auto-Play	User Initiated by Tap	User Initiated by Tap	N/A	Auto-Play	Auto-Play
Sound	User Initiated by Click	User Initiated by Click	User Initiated by Click	N/A	User Initiated by Click	User Initiated by Click	User Initiated by Tap	User Initiated by Tap	N/A	User Initiated by Click	Auto-Play
Length	:30	:30	:30	N/A	:30	:30	:30	:15	N/A	:30-60	:30
Aspect Ratio	4:3	4:3	4:3	N/A	4:3	4:3	4:3	4:3	N/A	N/A	4:3 or 16:9
Looping	1x	1x	1x	N/A	1x	1x	1x	1x per user	N/A	Unlimited	N/A
Buttons	Play/ Pause/ Mute	Play/ Pause/ Mute	Play/ Pause/ Mute	N/A	Play/ Pause/ Mute	Play/ Pause/ Mute	Play/ Pause/ Mute	Play/ Pause/ Mute	N/A	N/A	N/A