Ad Specifications

Overview

Our Ad-specifications are a condensed version of the IAB LEAN guidelines that were released in 2017.
These specifications are necessary for us to be able to load and run your advertising across our portfolio.
A full version of the latest guidelines can be found here

LEAN principles of lightweight, encrypted, AdChoices supported, and non-invasive advertising, within all of its mobile, display, video, and native ad formats. Ads that no-longer comply with LEAN guidelines are listed on page 21/22 of the latest guidelines.

> ⚠ If assets are NOT within spec additional time may be required and may affect launch.

Video Requirements

Aspect Ratio: 4:3 or 16:9

File Size: 30 MB (5 MB for Out Stream)

Formats: .MP4

Frame rate: 30 maximum frames per second

Bitrate: Not to exceed 3Mbps

Duration: 30 sec maximum for pre-roll, 15 sec maximum for out stream.

Skip: Pre-roll will be skippable if over 15 seconds on desktop, and 6 seconds on mobile

Youtube Specifications: Will be provided direct on request.

Display Banner Requirements

Audio:
All audio in ads should be muted on load. A user controller must be used, this can be click to un-mute or a variable slider to level the volume.

Border (defining ad space):
All adverts must include a 1px border (not white/translucent) unless the advert has a dark background so it is not confused with normal publisher content on the page.

Load Performance and CPU Usage:
Initial load must not include more than 10 files. Shared libraries (hosted content) should be treated equally and it's file weight considered part of the banner. 30% of CPU usage on initial load. This is a cap on how hard the computer can work when loading the banner. Video, excessive animation and poor banner asset optimisation could contribute to breaking this rule.

Rich Media:
All Rich Media creative needs to be 3rd party or Rich Media vendor served.

Animation:
Non-user initiated animation within any banner must end after 15 seconds, and must not loop. If a user has initiated (click) animation on a banner it can then exceed this 15 second limit.

Z-Index:
Any ads provided must adhere to Z-index guidelines so that elements on a webpage do not clash. Standard ads must have a Z-index Range of 0 - 4,999. Expandable Advertising within the range of 5,000 - 1,999,999

Interstitial Requirements:
Only available in-app
Mobile 320x480
iPad 1024x768
Formats accepted GIF, JPG
Max initial load size 60kb

Ad Specifications

Standard Display Banner Sizing

Banner Format Size*	File Size	Naming Convention	File Format***
970x250	Initial up to 150kb	Billboard (BB)	Gif, Jpeg, HTML5, 3rd Party
300x600	Initial up to 150kb	Half Page (HP)	Gif, Jpeg, HTML5, 3rd Party
728x90	Initial up to 150kb	Leaderboard (LB)	Gif, Jpeg, HTML5, 3rd Party
300x250	Initial up to 150kb	MPU	Gif, Jpeg, HTML5, 3rd Party
320x100	Initial up to 75kb	Mobile Billboard (MBB)	Gif, Jpeg, HTML5, 3rd Party
320x50	Initial up to 75kb	Mobile Leaderboard (MLB)	Gif, Jpeg, HTML5, 3rd Party
1024x66**	Initial up to 75kb	iPad Footer (IPD)	Gif, Jpeg, HTML5, 3rd Party

* High density format sizes can be provided, this will enhance the quality of the banner on high resolution displays.

** 3rd Party tags must be MRAID compliant. HTML5 must be compatible with DFP

*** 3rd Party tags & HTML5 must be HTTPS compliant

Display Wallpaper Sizing

Wallpaper Format Size	File Size	Visible Space	File Format
1680x1050	Under 125kb	340 pixels visible each side	Jpeg Only
1280x1024	Under 125kb	140 pixels visible each side	Jpeg Only
1280x800	Under 125kb	140 pixels visible each side	Jpeg Only
1200x800	Under 125kb	100 pixels visible each side	Jpeg Only
1152x864	Under 125kb	76 pixels visible each side	Jpeg Only
1024x768	Under 125kb	12 pixels visible each side	Jpeg Only

For PGA Tour please refer to separate specification.

High Impact Creative

Format	Banner Size	Video in banner*	File Format	Type
Parallax (Desktop)	100%x400px	Yes	Layered PSD, .MP4**	Landscape
Mini Scroller (Mobile)	100%x200px	No	Layered PSD	Portrait
Large Scroller (Mobile)	100%x65%	No	Layered PSD	Portrait
Video Scroller (Mobile)	100%x65%	Yes	Layered PSD, .MP4**	Vertical Video

* Additional costs apply

** Maximum 15 Seconds, 25fps, 1.5MB file size

These creatives are created by our internal creative team

Ad Specifications

Providing HTML5 Creative

AOL Ad Serving

We utilise the ONE by AOL platform across our websites and require additional tracking code to display and track HTML5 ads that are to be loaded direct into the server.

iFrame

Within your export, please create an index.html file which will act as an iframe for the creative as shown below. (xxx) is where you input your .html name and ad size.

```
<iframe src="xxx.html?_ADPATH_&_ADCLICK_" width="xxx" height="xxx" scrolling="no" frameborder="0"></iframe>
```

Clickthrough

A click function needs to be included within the .html or .js file. Including the click though destination URL.

window.adclick+ needs to be added in-front of the URL within the code.

Example: window.adclick+"http://www.yourclickthough.com"

HTML Head

Please include the below script within the <head> of your main .html file.

```
<script>
var params = window.location.search.substr(1).split('&');
window.adpath = params[0];
window.adclick = params[1];
</script>
```

Google Ad Serving

We utilise the Google Ad Manager platform across our Tour websites (www.pgatour.com + www.europeantour.com) and require additional tracking code to display and track HTML5 ads that are to be loaded direct into the server.

Clickthrough

Within your clickthrough DIV you should include the code below. You should also name your DIV "clickTag"

window.open(window.clickTag, '_blank');

Mobile Formats

All mobile formats (MPU / MBB / MLB) must also be provided with DFP compliancy.
In your exported .html file you must place the code below in the <head> of the file. You should also edit the content width and height reference to fit your banner and edit the clickTag url. All clickTags should be secure (https)

HTML Head

```
<meta name="ad.size" content="width=xxx,height=xxx">
<script type="text/javascript">
var clickTag = "https://www.example.com"; </script>
```

Ad Specifications

Providing HTML5 Creative

User Experience and Load Performance
Initial load must not include more than 10 files. Shared libraries (hosted content) should be treated equally and it's file weight considered part of the banner. Unless the webpage is HTTP2 which is slowly being implemented.

File Naming
NO assets within your banner should contain a space within its naming convention.

File Formats
We Recommend using JPG's, EPS & SVG files as these have a low file size natively.
Avoid PNG & TIFF files as these will contribute towards a large file size.

Images
Avoid using large size images across your banner as these will drastically contribute to increasing the file size.

Google Analytics Tracking
Place the below code at the end of the URL:
?utm_source=mediadrive&utm_medium=display

Fonts
We advise using web fonts for text when building your banner, the banner may load with a different font if the font used is not web hosted.

Audio
Ads MUST not autoplay sound, however user initiated sound is commonly accepted on video rollover.

Banner Background & Boarder
All creatives should have 1px borderline if the background is white or transparent. Banners should not blend into the page and appear 'native'.

Rich Media
All Rich Media creative needs to be 3rd party or Rich Media vendor served.

Animation
Is not to exceed 15 seconds, cannot be infinitely looping.