

## Online Advertising Specifications & Guidelines:

Everything you need to know about advertising on the Eye Popper Portfolio is available here.

### Ad Guidelines:

All landing pages must open in a separate window. And, all text banners must have a one pixel border around the ad. Accepted standard formats include: .JPG, .HTML5, .GIF, .PNG, .JPEG, and .SWF. File size on 300x250's, 728x90's, 320x50's and 160x600's for Animated and Non-animated images ads are 200 KB. Animated image ads need to stop animating after 15 seconds and/or 3 loops.

Approved third party tags will also be accepted.

	Medium Rectangle	Mobile	Wide Skyscraper	Leaderboard
<b>Initial Dimensions:</b>	300x250	320x50	160x600	728x90
<b>Max File Size:</b>	200 KB	200 KB	200 KB	200 KB

### We Do Not Allow the Following on Any of Our Sites:

- Ads or links containing nudity
- Ads or links containing attacks on religion/religious figures
- Ads or links containing violence

### Audio Requirements

We accept audio ads but they **must** be user-initiated. The audio must contain a clearly visible click-to-start and click-to-stop action to play and stop audio. The on/off feature must be clearly visible at all times, with a minimum font size of 10 points.

### Video Requirements

We accept video ads that auto play without audio. Animations are unlimited, but a 30-second maximum is recommended. Advertisement looping is unlimited, but a three-loop maximum is recommended.

### Native Requirements

Along side the creative you must submit an ad title, a 150 character description of the ad, a company name, and display URL. All of these will be displayed for your targeted audience, and are needed alongside the creative for approval.

### HTML5 Specs included in the link below

<http://www.iab.com/wp-content/uploads/2016/04/HTML5forDigitalAdvertising2.0.pdf>

### Lead Time for Ad Delivery

We need your ad two days before the campaign start date.