

## 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. Max. File size are listed below. Animated image ads need to stop animating after 15 seconds and/or 3 loops. Approved third party tags will also be accepted.

	Rectangle, Leaderboard & Skyscraper	Mobile	Wide Skyscraper & Leaderboard	Leaderboard
Initial Dimensions:	300x250, 160x600, 970x90	320x50, 300x50	300x600, 970x250	728x90
Max File Size:	150 KB	50 KB	250 KB	100 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

Alongside 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 for standard display units and four days for Pre:roll video units.

**We follow IAB's new specs & guidelines. For additional information, please visit:**

[https://www.iab.com/wp-content/uploads/2017/08/IABNewAdPortfolio\\_FINAL\\_2017.pdf](https://www.iab.com/wp-content/uploads/2017/08/IABNewAdPortfolio_FINAL_2017.pdf)