

# Standard IAB Ad Placements

## Leaderboard - 728x90

Created By Advertiser  
 File Size 50KB  
 Max File Size 100KB  
 Max Animation 15 sec. max, user initiated audio on click only  
 Max Looping 3X  
 Frame Rate 24FPS  
 Rich Media Accepted Yes

Max Expand Size 728x270  
 Expand Direction Down

Delivery Method GIF / JPG / PNG  
 Flash (10.1 or below), or 3rd party tags

## Medium Rectangle - 300x250

Created By Advertiser  
 File Size 50KB  
 Max File Size 100KB  
 Max Animation 15 sec. max, user initiated audio on click only  
 Max Looping 3X  
 Frame Rate 24FPS  
 Rich Media Accepted Yes

Max Expand Size 500x500 / 600x400  
 Expand Direction Down / Left

Delivery Method GIF / JPG / PNG  
 Flash (10.1 or below), or 3rd party tags

## Wide Skyscraper - 160x600

Created By Advertiser  
 File Size 50KB  
 Max File Size 100KB  
 Max Animation 15 sec. max, user initiated audio on click only  
 Max Looping 3X  
 Frame Rate 24FPS  
 Rich Media Accepted Yes

Max Expand Size 400x600  
 Expand Direction Left - Message Center; Right - ROS

Delivery Method GIF / JPG / PNG  
 Flash (10.1 or below), or 3rd party tags

# Non-Standard & Custom Ad Placements

## Homepage Takeover - 1024x730

Created By Publisher  
 File Size 50KB  
 Max File Size 2.2MB  
 Max Animation 30 sec. user initiated video and audio  
 Max Looping N/A  
 Frame Rate N/A  
 Rich Media Accepted Yes

Max Expand Size N/A  
 Expand Direction N/A

Delivery Method Site-served, JPG, 1x1 Tracking Pixel and Click Tracking accepted

## Skinned Homepage Takeover - 970x250

Created By Advertiser  
 Initial Load Size Up to 50KB (must be a SWF file, can be static image, with a "Close Ad X" button)  
 Polite Load Size Up to 1MB (includes any additional animation, autoplay, and/or call to action/dynamic flash)  
 User-Initiated Load Size Up to 1.5 MB for SWFs and 10 MB for Non YouTube served FLVs (video)  
 Video Load Method All videos must be progressive load. Cannot be streaming.

Format RichMedia, Standard Flash, HTML 5  
 Frame Rate Up to 24FPS  
 Autoplay / Video 30 sec.  
 On-Load Audio No sound  
 User-Initiated Video Can include "Click to Continue", "Click to Play", or "Replay" buttons  
 Actions on User Click Once Pause or Stop is clicked, there should be zero animation or video. All sound and animation should stop upon exit click.  
 Must Include Progress bar, play/pause/stop button, mute/unmute button.

Max Expand Size 970x250  
 Expand Direction Down

Delivery Method GIF / JPG / PNG  
 Flash (10.1 or below), or 3rd party tags

## Interstitial - 700x500

Created By Either  
 File Size 50KB  
 Max File Size 2.2MB  
 Max Animation 30 sec. user initiated video and audio  
 Max Looping 3X  
 Frame Rate 24FPS  
 Rich Media Accepted Yes

Max Expand Size N/A  
 Expand Direction N/A

Delivery Method GIF / JPG / PNG  
 Flash (10.1 or below), or 3rd party tags

## Mobile - 320x50

Created By Either  
 File Size 25KB  
 Max File Size N/A  
 Max Animation Static Only  
 Max Looping N/A  
 Frame Rate N/A  
 Rich Media Accepted No

Max Expand Size N/A  
 Expand Direction N/A

Delivery Method GIF / JPG, 1x1 Tracking Pixel and Click Tracking accepted

## deviantART muro - 500x40

Created By Either  
 File Size 25KB  
 Max File Size N/A  
 Max Animation Static Only  
 Max Looping N/A  
 Frame Rate N/A  
 Rich Media Accepted No

Max Expand Size N/A  
 Expand Direction N/A

Delivery Method GIF / JPG, 1x1 Tracking Pixel and Click Tracking accepted