

# DIGITAL AD SPECS MLIVE NETWORK

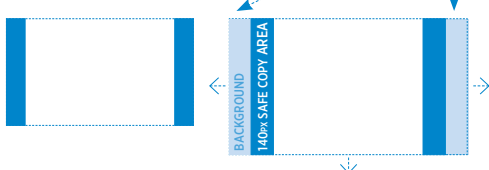
## Leaderboard | 1

Dimensions: 728x90  
File Size: 40 kb Max  
File Format: JPG, PNG, GIF  
Animation: GIF, RRM; 15 sec max  
Expandable sizes:  
728x90 > 728x180  
728x90 > 728x300  
728x90 > 1024x768



## Wallpaper | 3

Dimensions: 1280-1680 x 800-1600  
(1000px of white space in the center. Due to different monitor sizes, the full width may not be seen on all monitors; plan accordingly.)  
File Size: 200 kb Max  
File Format: JPG, PNG, GIF  
Animation: None



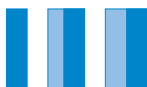
## Half Page | 4

Dimensions: 300x600  
File Size: 40 kb  
File Format: JPG, PNG, GIF  
Animation: GIF, RRM; 15 sec max  
Expandable size: 300x600 > 600x600



## Wide Sky | 5

Dimensions: 160x600 (typically an E.R. ad size)  
File Size: 40 kb  
File Format: JPG, PNG, GIF  
Animation: GIF, RRM; 15 sec max  
Expandable sizes:  
160x600 > 300x600  
160x600 > 320x600



## Rectangle | 2

Dimensions: 300x250  
File Size: 40 kb Max  
File Format: JPG, PNG, GIF  
Animation: GIF, RRM; 15 sec max  
Expandable sizes: 300x250 > 500x300  
300x250 > 600x250 | 300x250 > 1024x768  
300x250 > 320x480 (mobile only)  
RRM and IBV available for desktop, mobile browser, and extended reach mobile apps.



## Corner Peel | 6

Dimensions: 125x100 and 800x600  
File Size: 40 kb and 200 kb Max  
File Format: JPG, PNG  
Animation: None (open provided by AdOps)



## Sliding Billboard | 7

Dimensions: 980x30 and 980x300  
File Size: 40 kb and 90 kb Max  
File Format: JPG, PNG, GIF  
Animation: None



## Mobile Banner | 8

Dimensions: 320x50  
File Size: 40 kb Max  
File Format: JPG, PNG, GIF  
Animation: GIF, RRM; 15 sec max  
Expands to: 300x250, 320x480  
RRM available for desktop, mobile browser, and extended reach mobile apps.



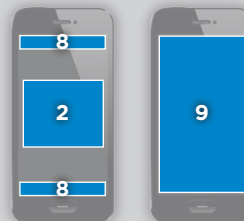
## Mobile Full Page | 9

Dimensions: 320x480  
File Size: 40 kb Max  
File Format: JPG, PNG, GIF  
Animation: GIF, RRM; 15 sec max  
RRM and IBV available for desktop, mobile browser, and extended reach mobile apps.

## DESKTOP AD POSITIONS



## MOBILE AD POSITIONS



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# DIGITAL AD SPECS

## RRM/IBV Ad Specifications for Advertisers/Agencies providing Creative

**Responsive Rich Media (RRM)** uses animation of still images, various widgets/interactions, possible expansion, and calls to action as a part of the display ad creative. RRM can expand, is specifically constructed to operate across all screens and devices using HTML5. It contains no TRUE video.

For expandable responsive rich media/in banner video ads, we will build these in house using either provided creative components or our designers will create a new ad design. If providing creative components:

- If possible, prefer original, editable design files with links and fonts: Adobe 6 PSD, INDD, AI (while we prefer original files to build the ads in-house, we can “pull apart” creative elements in a SWF file. That said, sometimes there’s a bit of image quality loss and if the fonts aren’t outlined, we’ll replace them with the closest we have.)
- Ad creative/background should be sized per ad unit dimension at the proper proportion, 72 minimum or higher, formats: PSD, JPG, PNG, PDF
- Any individual buttons/images intended to animate should be saved with a transparent background: 150px, formats: PNG, PDF, AI, EPS
- We will build the expandable ad in our ad design platform where we combine the background creative, video (if included), links for buttons, expanded ad animation, and more. The start frame and expanded canvas can include some animation. Creative file sizes are not of concern, as we’ll compress if necessary and our ad platform polite loads.

### In Banner Video (IBV)

A video delivered inside of the display ad creative for a given placement rather than initiating the use of a native video player. IBV is specifically constructed to operate across all screens and devices with HTML5 and often contains RRM features mentioned above.

If the expandable ad contains a provided video, we’ll need:

- The original video file as MOV, or MP4.
- 15-30 seconds long for better interaction (60 seconds is max)
- Frame rate: 24fps
- Aspect Ratios: 16:9, 4:3, and 6:5.

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# DIGITAL AD SPECS

## Flash/SWF files

Flash is no longer supported across all desktop browsers. For your ad to display optimally, it should be formatted as JPG, PNG, GIF or RRM/IBV (HTML5; see next page). While we prefer original files to build the ads in-house, we can “pull apart” creative elements in a Flash/SWF file. That said, sometimes there’s a bit of image quality loss and if the fonts aren’t outlined, we’ll replace them with the closest we have.

## MLive In App ads for Mobile and Tablet

Expanding ads cannot run in all extended network sites and apps. Campaigns with these ad units require a non-expanding back up ad unit. For desktop and extended reach apps, this back up may be a non-expanding RRM ad or a static ad. If this back up is static, which is required for MLive.com mobile apps, we’ll need standard static ad units (JPG, PNG, GIF) for the below ad sizes. Static back ups will only have one click through and will not be animated or include video.

Rectangle: 300x250

Leaderboard: 728x90

Mobile Banner: 320x50

## Extended Reach Networks

Due to the number of network exchanges (these are advertising sites provided through Google, App Nexus, Microsoft, etc.) and their individual specifications, please refer to the following link which is frequently updated and click on the Extended Reach Ad Specs tab:

<https://docs.google.com/spreadsheets/d/1mfmgSgVwhknUAnJDI4zaRnPVZb3ohfg1ErPi7kk12-w/edit?usp=sharing>

Additional information at: [www.mlivemediagroup.com/ad-specs](http://www.mlivemediagroup.com/ad-specs)

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# DIGITAL AD SPECS

## HTML5

Our ad platform is HTML5 and we prefer to build/design ads ourselves, even if using provided creative components (see page 2). If MLive Media Group is not building the ad and we're provided with HTML5 ad tags (not files), please follow the specifications outlined below. If the advertiser can not provide tags but HTML5 files, please advise as we're always testing different tools.

### Providing HTML5 tags

For creative coming from an outside third party vendor (for example, Doubleclick), we can accept HTML5 tags. All assets must be hosted by 3rd party approved vendor. This means that the tag coming in must be site-ready to serve as is, any creative, CSS or other file references need to be hard-coded and hosted by the third party. Tags must be built with click tracking macros so that we can track and optimize for clicks in our ad platforms. Expect a slightly longer turnaround if providing new HTML5 tags as they need to be tested prior to launch.

### File Size Specifications:

CREATIVE UNIT NAME	ASSET	MAX FILE SIZE (KB)	FILE TYPE
HTML5 Desktop / Tablet	Backup Image	40kb	JPG, PNG, GIF
	Initial Load	100kb	HTML5, JPG, PNG, GIF
	Polite Load / Panel	2.2 MB	HTML5, JPG, PNG, GIF
	User Initiated Load / Expansion	10 MB	HTML5, JPG, PNG, GIF
	Video (optional)	10 MB	MP4, OGG, WebM
HTML5 Mobile	Backup Image	40kb	JPG, PNG, GIF
	Initial Load	80kb	HTML5, JPG, PNG, GIF
	Polite Load / Panel	100kb	HTML5, JPG, PNG, GIF
	User Initiated Load / Expansion	2 MB	HTML5, JPG, PNG, GIF
	Video (optional)	2 MB	MP4, OGG, WebM
HTML5 Standard	Banner	80kb	HTML5, JPG, PNG, GIF

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