

DIGITAL AD SPECS

MLIVE NETWORK

Leaderboard | 1

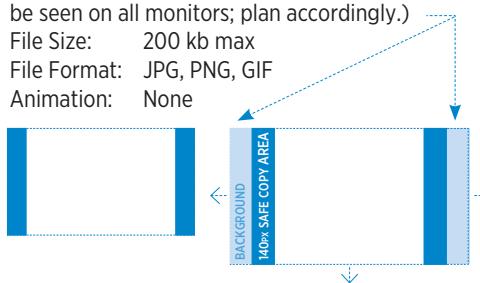
Dimensions: 728x90
File Size: 60 kb Max
File Format: JPG, PNG, GIF
Animation: GIF, RRM; 15 sec max
Expandable sizes:
728x90 > 728x270
728x90 > 728x315
728x90 > 1024x768



Wallpaper | 2

Dimensions: 1280-1680 wide x 800-1600 high (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



Billboard | 3 [CLICK FOR DEMO]

Dimensions: 970x250 > 196x31
File Size: 200 kb initial
File Format: JPG, PNG, GIF
Animation: RRM/IBV 15 sec max
IBV: 15 sec auto; unlimited user initiated



Pushdown | 3 [CLICK FOR DEMO]

Dimensions: 970x90 > 970x415
File Size: 200 kb, 300 kb max
File Format: JPG, PNG, GIF
Animation: RRM/IBV 15 sec max
IBV: 15 sec auto; unlimited user initiated



Rectangle | 4

Dimensions: 300x250
File Size: 60 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)



DESKTOP AD POSITIONS



Wide Sky | 4

Dimensions: 160x600
(typically an E.R. ad size)
File Size: 60 kb
File Format: JPG, PNG, GIF
Animation: GIF, RRM; 15 sec max
Expandable sizes:
160x600 > 300x600
160x600 > 320x600

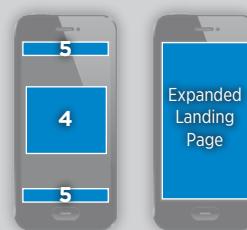


Half Page | 4

Dimensions: 300x600
File Size: 60 kb
File Format: JPG, PNG, GIF
Animation: RRM/IBV 15 sec max
Expandable size: 300x600 > 600x600



MOBILE AD POSITIONS



Mobile Banner | 5

Dimensions: 320x50
File Size: 60 kb Max
File Format: JPG, PNG, GIF
Animation: GIF, RRM;
15 sec max
Expands to:
300x250 rectangle,
320x480 landing page



Portrait | 4 [CLICK FOR DEMO]

Dimensions: 300x1050
File Size: 200 kb, 350 kb max
File Format: JPG, PNG, GIF
Animation: RRM/IBV 15 sec max
IBV: 15 sec auto; unlimited user initiated



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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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

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	60 kb	JPG, PNG, GIF
	Initial Load	200 kb	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
	Backup Image	60 kb	JPG, PNG, GIF
HTML5 Mobile	Initial Load	80 kb	HTML5, JPG, PNG, GIF
	Polite Load / Panel	200 kb	HTML5, JPG, PNG, GIF
	User Initiated Load / Expansion	2 mb	HTML5, JPG, PNG, GIF
	Video (optional)	2 mb	MP4, OGG, WebM
HTML5 Standard	Banner	80 kb	HTML5, JPG, PNG, GIF