

THE ALL-NEW 2014 IAB AD PORTFOLIO

BUILT FOR CREATIVITY AT SCALE

In the last two years, IAB rebuilt its ad portfolio to give advertisers potent creative canvases—with two-thirds being new, multiscreen, and richly interactive.

• THE NEW PORTFOLIO SUPPORTS THREE PLATFORMS •

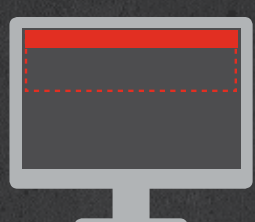
Display

MAXIMUM IMPACT ON THE
DESKTOP AND BEYOND



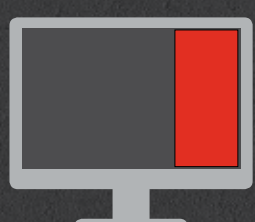
BILLBOARD

Large billboard running the full width of the page with full ability to close



PUSHDOWN

Page-wide leader that expands down to a large, broadly functional canvas



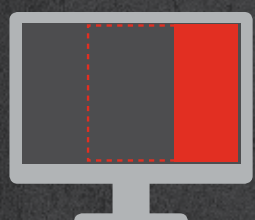
PORTRAIT

300x1050 canvas format with state-of-the-art plug and play functionality



FILMSTRIP

A 300x3000 canvas viewable through a 300x600 window



SIDEKICK

Expandable format that pushes page content leftward, revealing a large, functional canvas

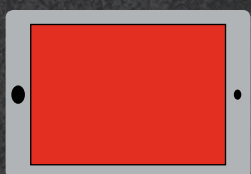


SLIDER

Overlay on the bottom of a page prompting users to slide the page over, unveiling a full-branded experience

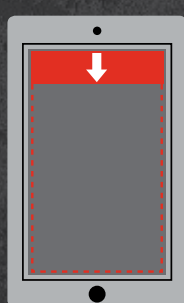
Mobile & Tablet

GREATER CREATIVE
OPPORTUNITIES ON MORE
DYNAMIC SCREENS



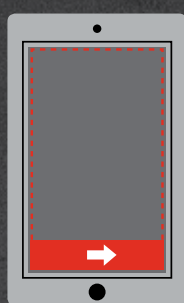
FULL-PAGE FLEX

Full-screen experience that accommodates both portrait and landscape orientation



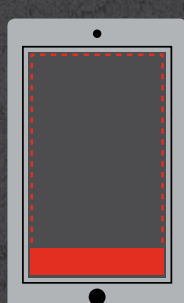
PULL

A bottom or top banner that pulls to a full-screen experience



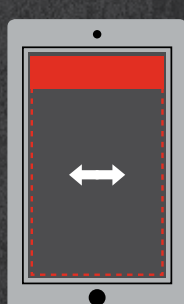
SLIDER

Overlay prompting users to slide the entire page over, unveiling a full-screen experience



ADHESION BANNER

Banner that "adheres" to its start position when device is rotated or when content is manipulated



FILMSTRIP

Scrollable, multipanel, horizontal or vertical creative canvas

Video

INTEGRATE SEAMLESSLY INTO
VIDEO WHEREVER IT IS PLAYED



FULL SCREEN

Invites viewers to interact and then fills the player with a full canvas of interaction possibilities



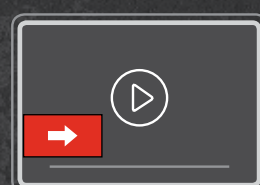
AD CONTROL BAR

Sitting above the player controls, an elegant interface allows viewers to engage in multiple ways



TIME SYNC

Rich ad content overlaid on video, changing in sync with video ad content



EXTENDER

Allows viewers to choose to continue viewing ad content



FILMSTRIP

Scrollable, multipanel, horizontal creative canvas



WE ARE **EDGE**
ON THE
OF A **DIGITAL**
DISPLAY
RENAISSANCE

GONE ARE THE DAYS OF SMALL, NON-INTERACTIVE BANNERS CONFINED TO THE MARGINS OF COMPUTERS. NOW, RICHLY INTERACTIVE, MOBILE, VIDEO, AND DESKTOP FORMATS ARE AVAILABLE AT SCALE.

► For more information, including the Universal Ad Package, visit iab.net/adunitportfolio

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