

IAB Full page flex
Mobile Rising Star Ad Unit

Style Guide and Tech Specs

Created By



I. Description

The IAB Full page flex Ad Unit is a full screen ad experience with sight, sound, motion, and interaction capabilities; designed to responsively fit across mobile devices; with consistent behaviors that keep the viewer firmly in control.

The IAB Full page flex should adhere to the following principles:

-Full page is full page. The ad format should take full advantage of the entire available screen.

-Design once, run anywhere. Screen size variations should be accommodated primarily with responsive implementation – made possible by judicious design input.

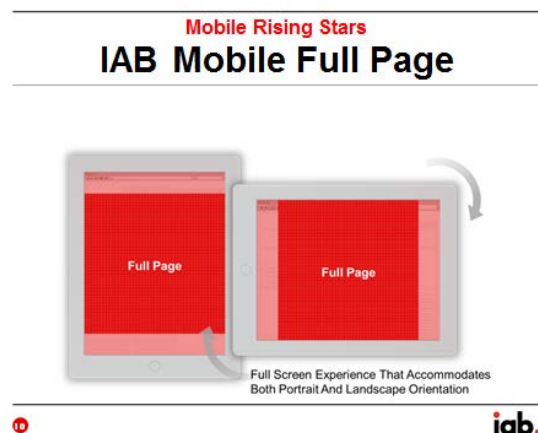
-Sight, sound, motion, plus interaction. The ad unit should allow the creative to take advantage of native device capabilities to express a creative idea and enable interaction.

-Respect bandwidth. The ads should make the minimal demands possible on the device and data connection.

-Viewer control. The user must always be fully in control with an easy to understand and use interface from open to close.

A Mobile Device is defined here as a Smart Phone or a Tablet. The ad unit can be contained in a web browser or an application native to a device. The type of Ad Container will determine the maximum screen size available for showing the ad and the events/user interactions available to the ad.

II. Visualization



III. Behavior and UI Elements

The IAB Full page flex consists of an Entry Point, Full Page Ad Component, and Exit Point.

A. Entry Point

The Entry Point for an IAB Full page flex can be:

A Base Ad Component

- This is an IAB or MMA mobile standard ad unit, for example, the IAB Adhesion Banner, IAB Mobile Slider, or the IAB Mobile Pull.
- This is effectively a call to action for viewing the Full Page Ad Component.
- Base Ad Component may launch Full Page Ad Component with tap or gesture action (e.g. swipe, shake). In all cases, the user has clear knowledge that the ad is being launched from the Entry Point.

Auto Launched

- The Full Page Ad Component is auto launched by the ad container.
- Examples are Interstitials and Inline Ads.
- These ads do not have a Base Ad Component.

B. Full Page Ad Component

Approach

- An IAB Full page flex ideally is one ad with one ad tag, although it will morph to “fit” the range of mobile devices when served.
- Multiple tags, while not recommended, could be used in specific cases (see Implementation Notes Below.)
- Each IAB Full page flex Ad should have one master design and one set of creative assets (video, copy, pictures, etc.), although some assets may be supplied in multiple resolutions/pixel densities.
- Each Ad will be supplied with up to four Input Designs that will be used to serve the optimal Output Design for each mobile device.

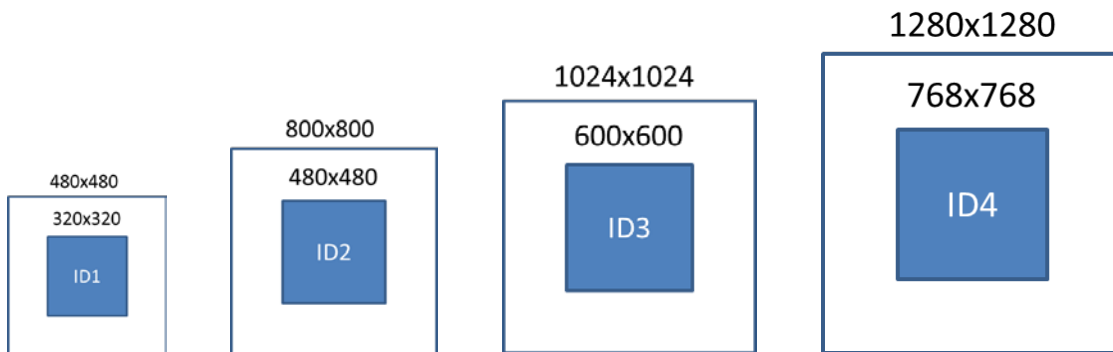
Input Designs

- Up to four Input Designs will be created for each IAB Full page flex. See table below for the Input Design specifications.
- Each Input Designs will consist of two squares: a Creative Foreground and a Creative Background.

- a. The Creative Foreground will always be fully visible and should therefore contain core ad message and functions.

- b. The Creative Background will occupy the space between the Creative Foreground and the Ad Container, if any. In all ads on rectangular devices, a portion of the Creative Background will not be visible. This will vary based on the size and orientation of the device.

IAB Input Design	Creative Foreground Dimension (pixels)	Creative Background Dimensions (pixels)
ID1	320X320	480X480
ID2	480X480	800X800
ID3	600X600	1024X1024
ID4	768X768	1280X1280



Output Design

- The IAB Full page flex will be experienced by the viewer as a single ad that “fits” their viewing device.
- The ad server will choose the optimal assets and configuration based on the supplied Input Designs for each ad call. In theory, each mobile device will display a unique version of the IAB Full page flex.
- The size of the Full Page Ad Component is always 100% of the available screen space, which varies by device, browser viewport, and by the Ad Container.

Interactive Capabilities

All Full Page Ad Components must support rich media and video interactions, including those provided for in the IAB MRAID standards.

Implementation Notes

-For devices with high pixel density, the Input Designs will be scaled accordingly, e.g., 2048x1536 Ipad will use ID4 doubled in size. The advertiser may choose to use some high pixel density creative assets, with this decision made at the Input Design phase and automatically implemented at the ad call which specifies a high pixel density device.

-In some case, an advertiser may choose to replace the single Creative Background for each Input Design with both a Portrait Creative Background and a Landscape Creative Background. In this case, less or none of the Background would be out of view, depending on the device calling the ad.

-An advertiser may opt to create more than one ad unit with separate tags instead of a single ad with one tag (which is optimal). This approach might be chosen, for example, when the media plan and/or creative assets are device specific.

C. Exit Point

The Full Page Ad Component of the IAB Full page flex must have a clear close function, specifically:

-Full Page Ad Components whose Entry Point is from a Base Ad Component (e.g., IAB Adhesion Banner) with a tap, must have a clear tapable close icon or button in the upper right hand corner.

-Full Page Ad Components whose Entry Point is from a Base Ad Component (e.g., Adhesion Banner) with a gesture (e.g., swipe), must have a clear close icon or button in the upper right hand corner that can be activated by the same gesture (e.g., swipe) that opened the Full Page Ad Component and must also be activated by a tap.

-Auto-launched Interstitials must have a clear, tappable close icon or button in the upper right hand corner.

-Auto-launched Inline ads must close with forward and backward swipe actions while they may also have a clear, tappable close icon or button in the upper right hand corner.

-For ads where the App (and not browser) is the Ad Container and the close button is provided by the app, no further close function is necessary.

IV. Technical Specifications

IAB Mobile Rising Stars File Size Approach:

The IAB Mobile Rising Stars, including the IAB Full page flex, will load in three distinct phases:

1) *Initial File Load*, whereby the Base Ad Component loads and a “hidden” frame” of the Full Page Ad Component also loads. This hidden frame

enables rapid deployment of the Full Page Ad Component before additional files download.

- 2) *Subsequent User-Initiated File Load*, where the “resting state” of the Full Page Ad Component loads. This resting state is essentially one layer deep in that it presents the full experience to the viewer, but has not loaded additional files that may be called upon with further user interaction. Note: for the IAB Mobile Rising Stars that do not have a Base Ad Component, such as the in-page IAB Mobile Filmstrip or the in-line IAB Full page flex, this is the first loading of any ad files.
- 3) *Subsequent Additional User-Initiated File Load*. This includes all files that load as a result of the viewer further interacting with the Full Page Ad Component.

Attribute	Attribute Description/Definition	Unit/Entry Type
Creative Unit Name	IAB Full page flex	IAB Full page flex
Initial Dimensions (WxH in pixels)	Measured in pixels, the width and height of an ad unit (WxH). The width is always the first dimension listed, followed by the height dimension (i.e. an ad that is 300x250 is 300 pixels wide by 250 pixels high).	May launch from any IAB or MMA Standard Banner A Phone Example: 320x50
Maximum Expanded Dimensions (WxH in pixels)	The secondary dimensions of an expanding unit (after expansion). Initial dimensions are fit to the dimensions of the placement. Then, either by auto-play or user interaction, the ad unit expands to its secondary dimension.	Varies by device, following the principle that the Full Page Ad Component will cover 100% of the available screen space. Refer to “Input Design” section for specific sizes A Phone Example: 320x480
Max Initial File Load Size (KB, MB)	The total size of the creative file(s) for an ad, measured in KB or MB, that load along with (inline with) the files that load when a user first initiates a page/App load.	Phone: 40 KB Tablet: 60 KB
Subsequent Max User-Initiated File Load Size	Additional file size allowed to load on a page following the willful act of a user to engage with an ad. Users may interact by touching the ad with a tap or	Phone: 100 KB Tablet: 150 KB

	specified gesture.	
Subsequent Max Additional User-Initiated File Size	Additional file size allowed to load on a page following the willful act of a user to engage further with elements of the ad (e.g., streaming video).	Phone and Tablet: 2.2 MB
Max Video & Animation Frame rate	The rate at which video frames or animated images display as the video or animated file executes, measured as the number of frames per second (fps).	24 fps
Maximum Animation Length	Animation: A programmatically generated display of sequential images, creating the illusion that objects in the image are moving. Not digital video, as it relates to this document (see the definition for "Video").	15 seconds No looping
Max Video Length	Video: In online advertising, the digital recording of a physical event or animated files that have been transcribed into a digital video format.	30 seconds
Audio Initiation	Audio: The audible file that may accompany ads. Advertising audio should never play without user-initiation.	User Initiated
Z-index Range	Enumerated layers of elements and content on a publisher's webpage. Consideration of the z-element in page content design such as navigation, imagery, and ads is important for providing a seamless experience when page content overlaps (i.e. an expanding ad with a z-index that is lower [on the z-index scale] than navigational elements may give the appearance that page navigational elements are	5,000 - 1,999,999 (for entire ad unit)

	showing through the expanded portions of the ad).	
Minimum Required Controls		See "III.C Exit Point" above for mandatory close specs Font = 8pt (11px) - 16pt (21px) Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
Labeling Requirements, Font Size, etc.	The minimal requirements for distinguishing an online advertisement from regular webpage content.	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)
Submission Lead-Time	The number of business days (non-weekend/non-holiday days) prior to a campaign going live in which a publisher needs to validate advertiser submitted creative(s) for a campaign.	10 days
Implementation Notes & Best Practices		See "III. Behavior and UI Elements" above Ensure images are mobile web optimized and no flash
Supported Creative Types		HTML5