

IAB PUSHDOWN SPECIFICATIONS & STYLE GUIDE

V3 RELEASED DECEMBER 9, 2011



IN CONTEXT AD UNIT PLACEMENT

01 INITIAL VIEW

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She Got a Pinup-Inspired Makeover

Grace didn't want to copy the famous '50s look. She just wanted to capture the flirty charm with hair and makeup.

2 'after' pics shows off her new style

More Fashion Stories

02 EXPANDED WIEW spoon Wows in White Frock

 Inside Khloe Kardashian's Closet Chandrat Chan Walso Ever Con-



You've Got: Paternity **Test Maury Can't Forget**



- Many bizarre things happen on his show. But this? This was wild.
- Famous Brain Removed on This Day
- Odd Way Men Are Staying Competitive
- ▶ Couple Gets 2 Sets of Twins -- at Once

Daily Ruzz

Daily Impact

Earth Day is this Friday Celebrate in nature Find a forest or park near you



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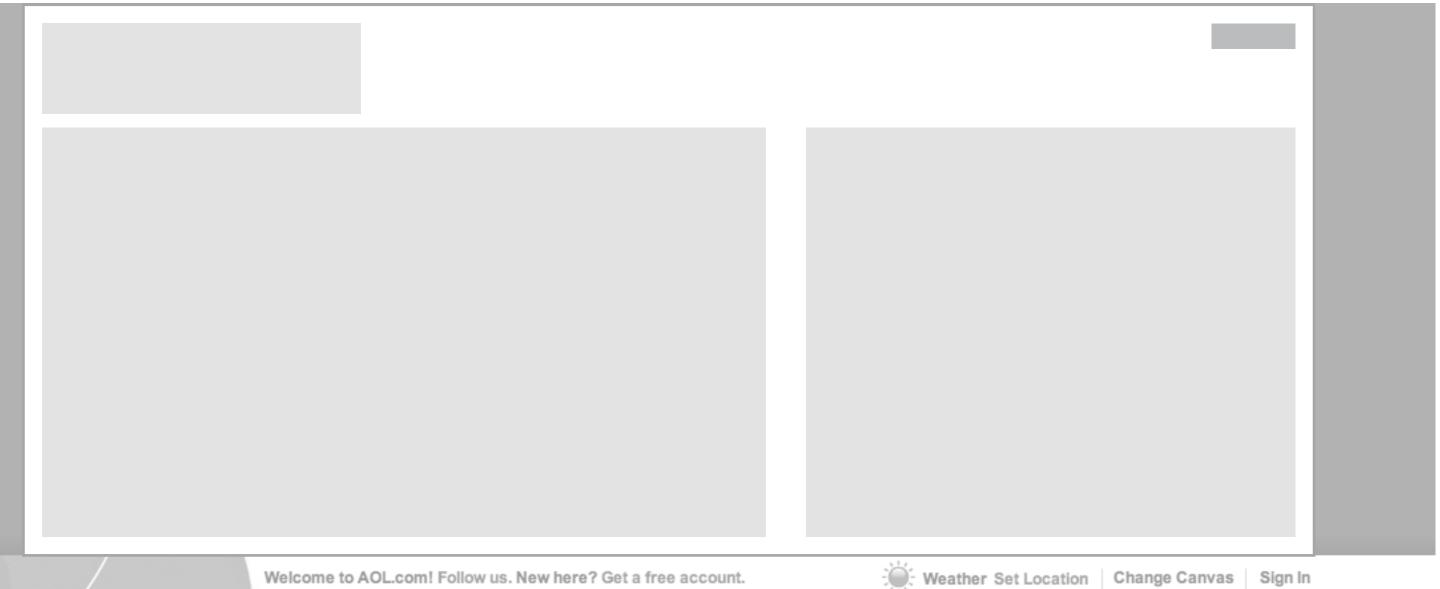
Most Popular



Comedy: Resume Fail Or Win Depending On Your Point Of View (PHOTO)



Popeater: Rarely Seen Photos of Hugh Hefner at Chicago Playboy Mansion



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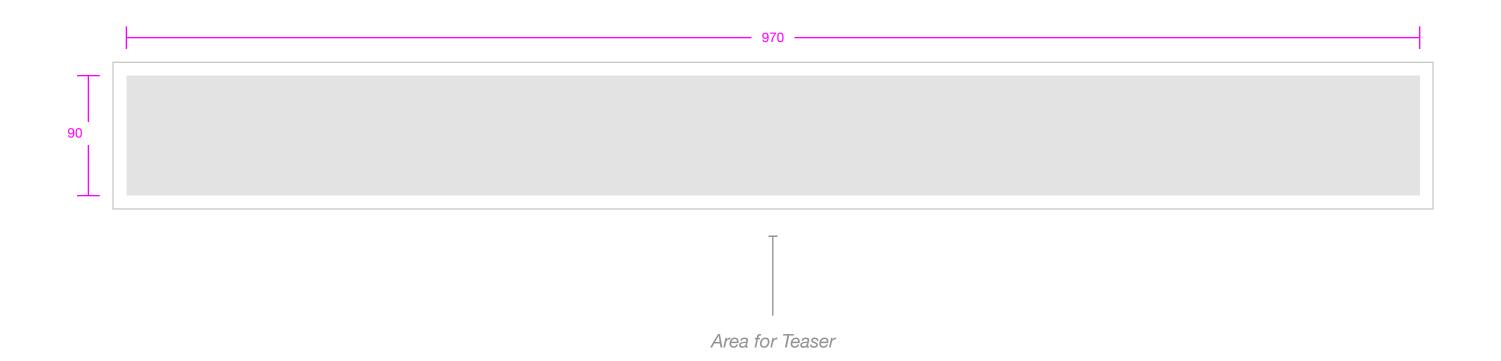
You've Got: Paternity **Test Maury Can't Forget**

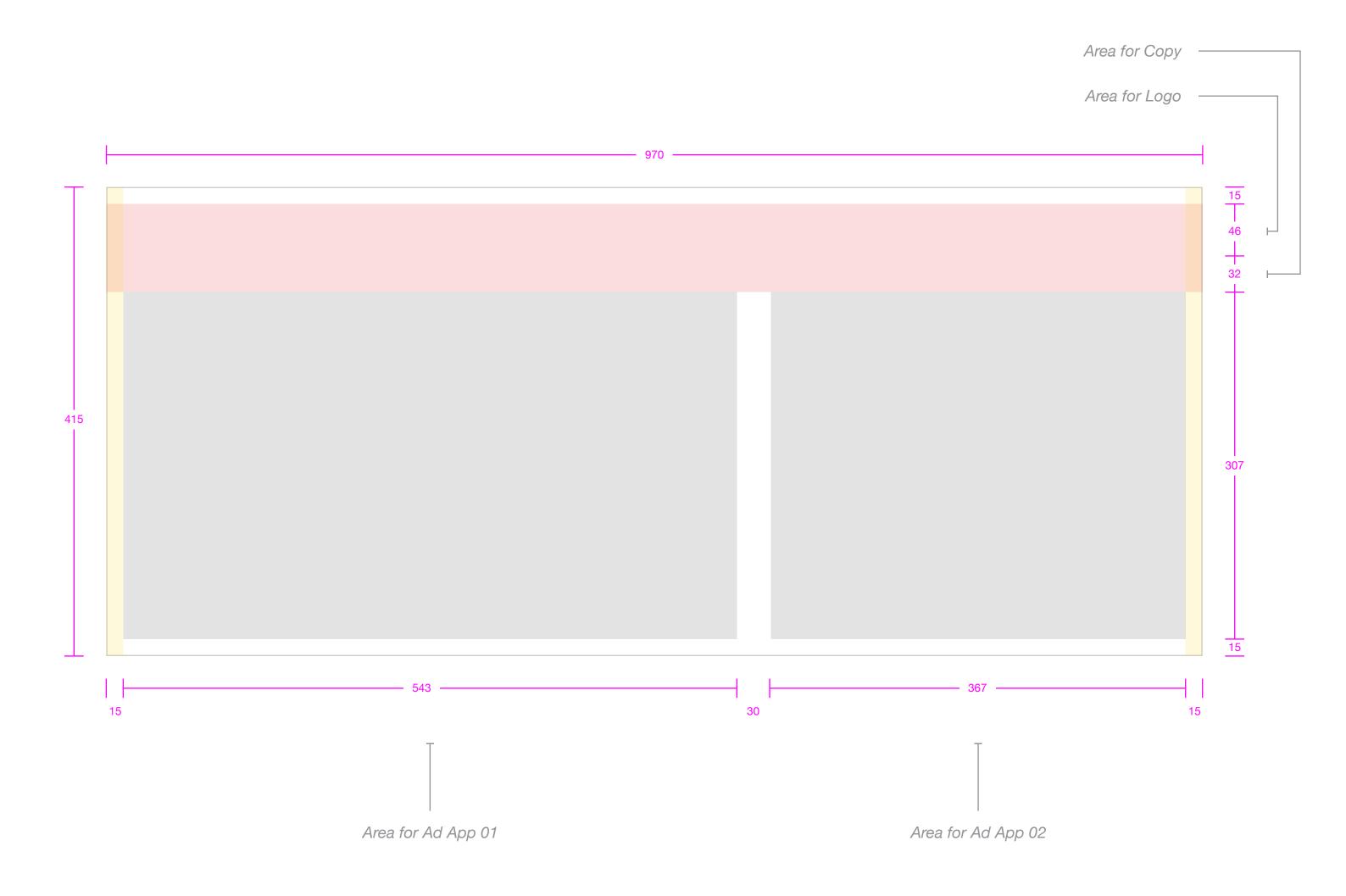






DIMENSIONS BASE CONFIGURATION



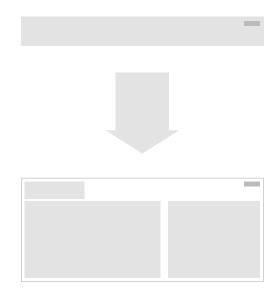




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DIMENSIONS & EXPANSION DEFINED

UNIT EXPANSION



PUSHDOWN BEHAVIOR

A unit that displays a teaser image/swf initially. This type of expansion affects the entire unit. A teaser image/swf is shown until the user hovers over/clicks on the expansion button.

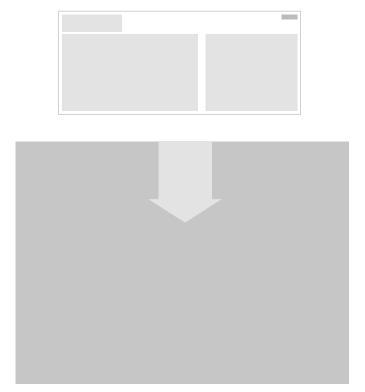
The full unit then slides vertically or horizontally into view from the edge of the teaser, in the direction the arrow in the expansion button was pointing toward.

PUSHDOWN BEHAVIOR

The web content is "pushed" downward to make room for advertiser content.

INITIAL DIMENSIONS **Teaser Image:** 970x90

EXPANDED DIMENSIONS **Ad Unit:** 970x415



FULLSCREEN EXPANSION

An app capable of this type of expansion will expand to fit the entire screen. While the core experience is maintained in the expanded state, additional functionality may exist depending on the app.

EXPANDED DIMENSIONS
Dependent on screen resolution.



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970x90 ASSET SIZING & REQUIREMENTS

Logo
Primary App
Secondary App

ASSET SIZING

LOGO

Image Size: 239 x 68

TEASER

Image Size: 970 x 90

PRIMARY IMAGE GALLERY ASSETS

Images: 543 x 307

Thumbnail Size: 55 x 55

PRIMARY VIDEO GALLERY ASSETS

Poster Frame Image Sizes: 543 x 307

Thumbnail Size: 55 x 55 Thumbnails are displayed only when multiple videos are added to the app.

PRIMARY STANDALONE APP

Asset Size: 543 x 307

SECONDARY STANDALONE APP

Asset Size: 367 x 307

ASSET REQUIREMENTS

IMAGES

File Type: .jpg

Resolution: 72 pixels / inch

Recommended minimum Image Size: 2048 x 1536 for aspect ratio stage 4:3

VIDEO

Format:

MPEG 4 encoded to H.264 (base or mainline standard).

Resolution:

• 4 x 3 video: 960 pixels wide x 720 pixels tall

• **16 x 9 video:** 1280 pixels wide x 720 pixels tall

• 3 x 4 video (portrait): 540 pixels wide x 720 pixels tall

Frame Rate:

• 18 or 24 Frames / sec

Data Rate:

• Upload at Min 10,000 Kbits / sec - Upload at Max 30,000 Kbits / sec

THUMBNAILS

File Type: .jpg

Resolution: 72 pixels / inch

DEFAULT CREATIVE

The backup image used if the user does not have a supported platform.

 Must be the same size as ad unit (if expandable unit, it should be the same size as the initial size of the unit).

STANDALONE APPS

- Can optionally include a standard title (not part of the Flash asset).
- Only Flash 9 is supported
- Must be an AS3 project.
- File Type: .swf

