



IAB PUSHDOWN SPECIFICATIONS & STYLE GUIDE

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01 INITIAL VIEW

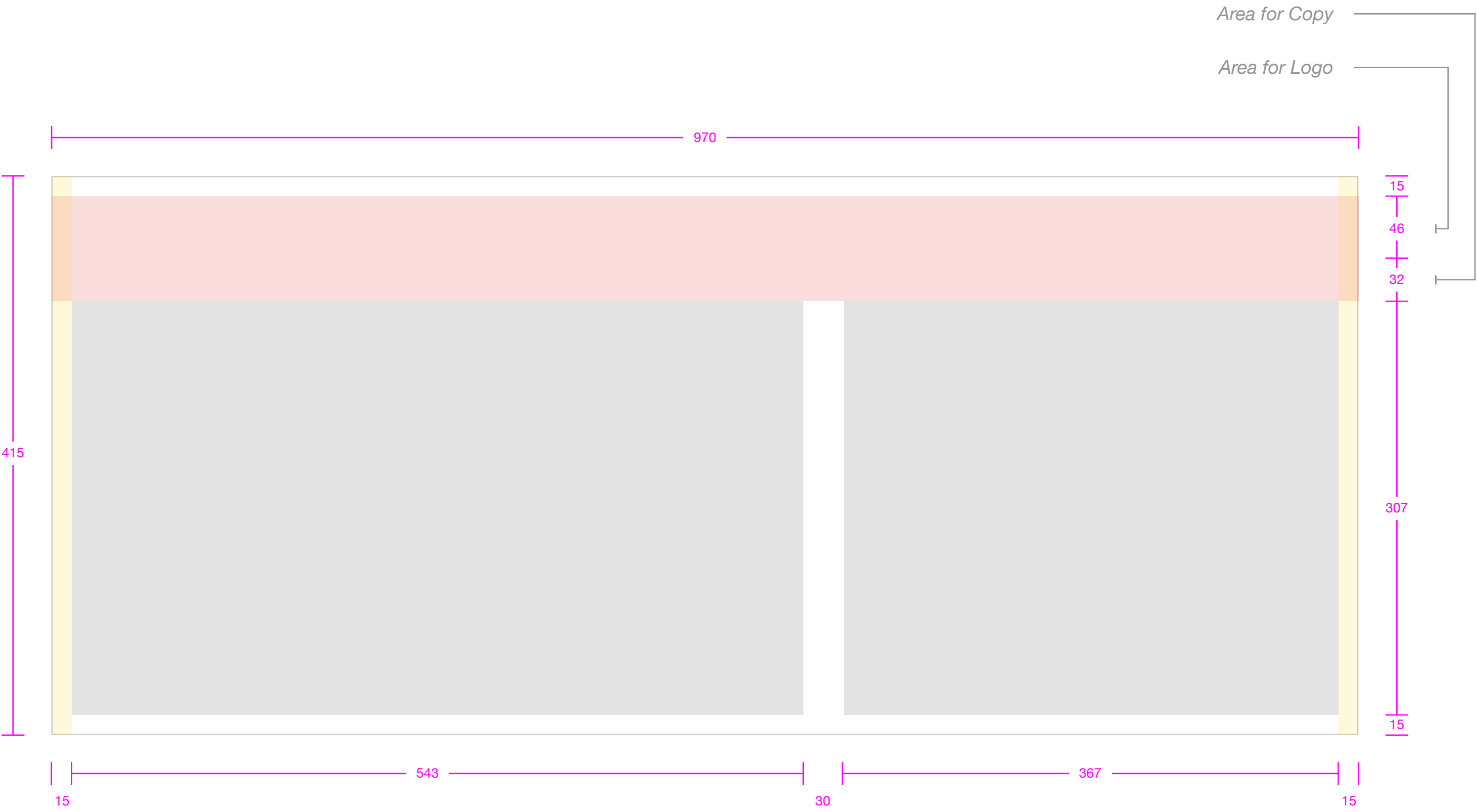


DIMENSIONS

BASE CONFIGURATION



Area for Teaser



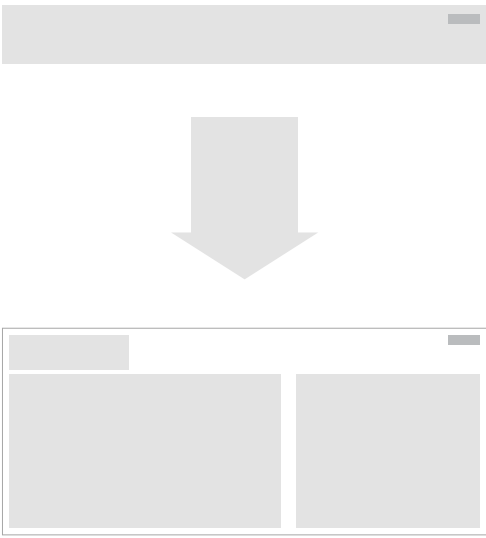
Area for Ad App 01

Area for Ad App 02

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

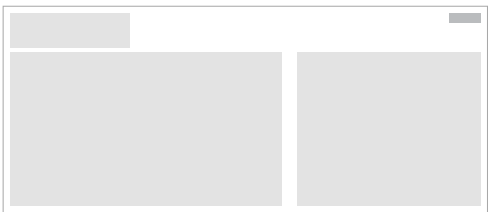
The web content is “pushed” downward to make room for advertiser content.

INITIAL DIMENSIONS

Teaser Image: 970x90

EXPANDED DIMENSIONS

Ad Unit: 970x415



FULLSCREEN EXPANSION

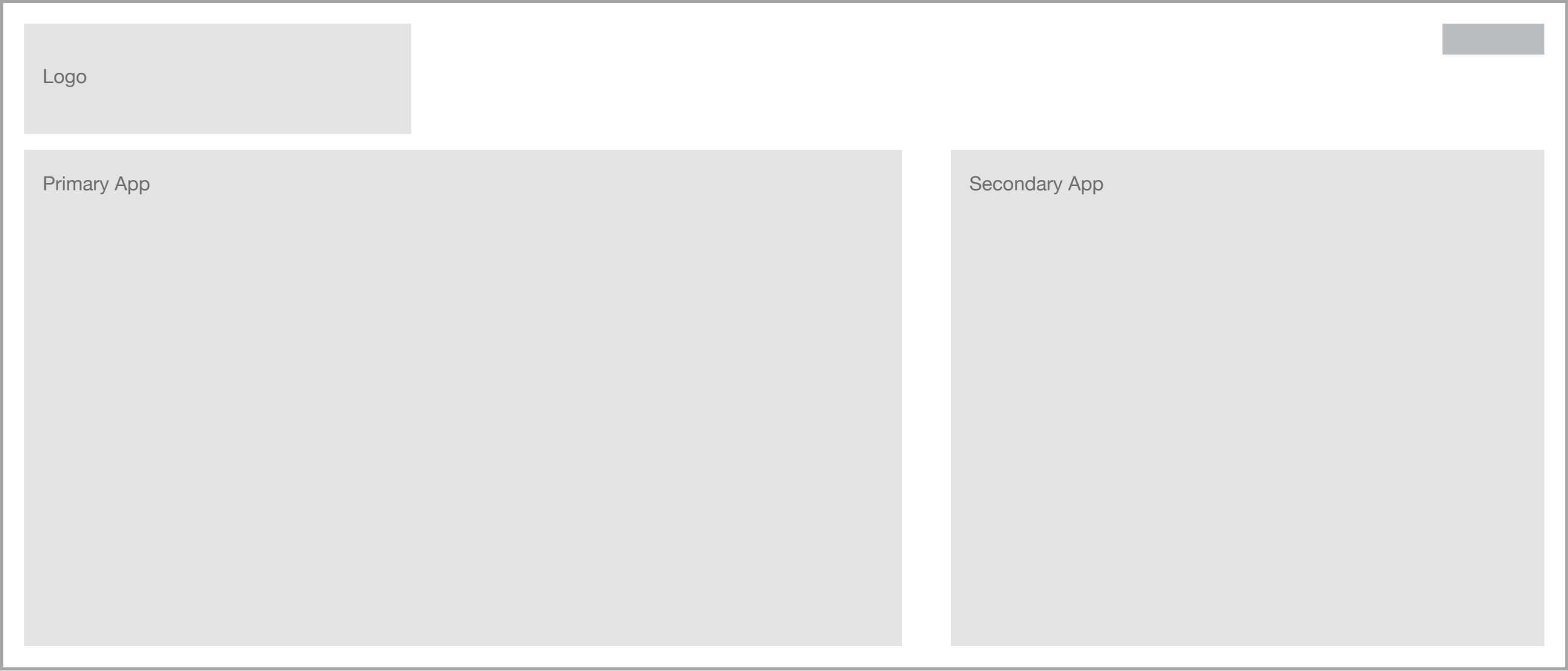
An app capable of this type of expansion will expand to fit the entire screen. While the core experience is maintained in the expanded state, additional functionality may exist depending on the app.

EXPANDED DIMENSIONS

Dependent on screen resolution.

970x90

ASSET SIZING & REQUIREMENTS



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