

# THE ALL-NEW 2014 IAB AD PORTFOLIO

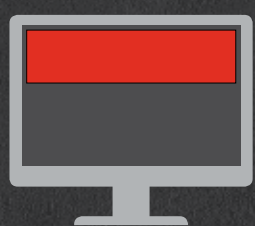
## BUILT FOR CREATIVITY AT SCALE

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 •

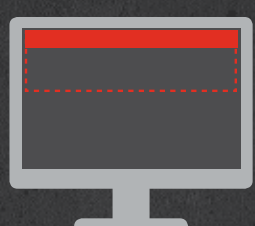
#### Display

MAXIMUM IMPACT ON THE  
DESKTOP AND BEYOND



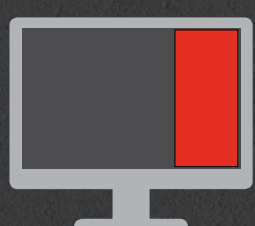
##### BILLBOARD

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



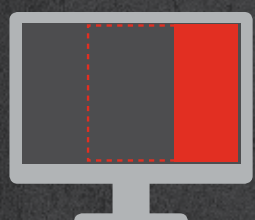
##### PORTRAIT

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



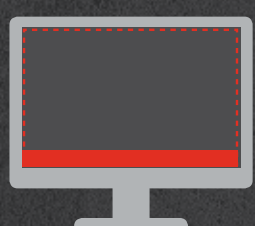
##### FILMSTRIP

A 300x3000 canvas viewable through a 300x600 window



##### SIDEKICK

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

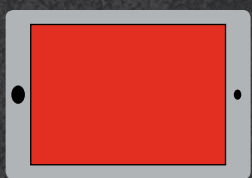


##### SLIDER

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

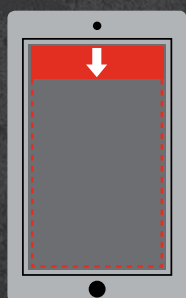
#### Mobile & Tablet

GREATER CREATIVE  
OPPORTUNITIES ON MORE  
DYNAMIC SCREENS



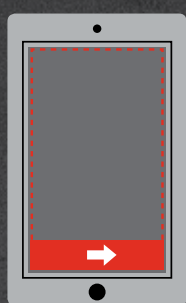
##### FULL-PAGE FLEX

Full-screen experience that accommodates both portrait and landscape orientation



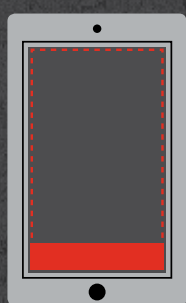
##### PULL

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



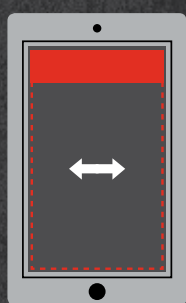
##### SLIDER

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



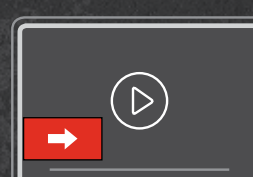
##### AD CONTROL BAR

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](http://iab.net/adunitportfolio)

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