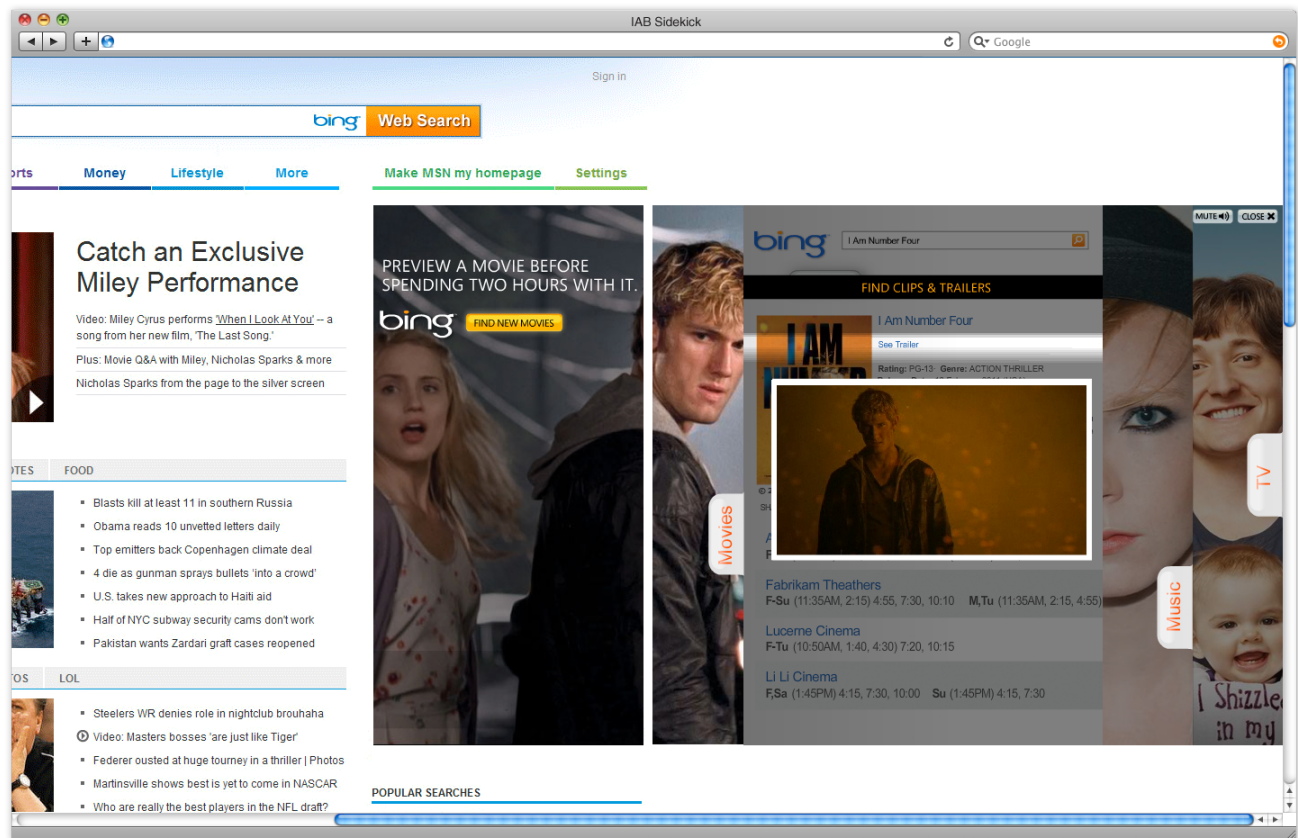IAB Sidekick Style Guide

Description

1. On load, In-Page Display unit delivers with call to action to expand Sidekick
2. Upon user click of the expand button, Sidekick loads in the right gutter of the page
3. Sidekick pushes page content horizontally to the left
4. User engages with all of the interactive features of the Sidekick. Page content is still visible and fully interactive
5. Upon the Sidekick closing, the ad collapses and page content is pushed back to the right
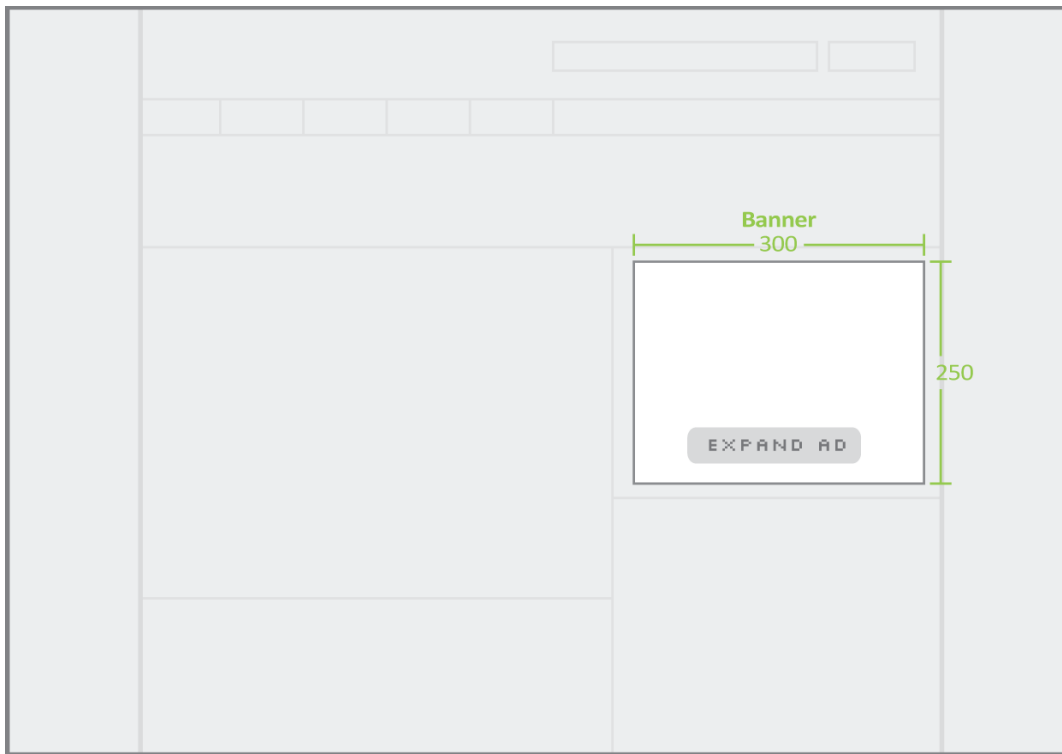
Demo

Click to view a demo

Storyboard

1. In-page Display unit delivers with call to action to expand Sidekick

2. Sidekick appears on right and expands, "pushing" editorial content leftward

Technical specifications

In-page Display

Dimension: 300x250 px (Additional options include IAB 300x600 and IAB Billboard 970x250)

Initial Load File Size: 50KB max

Source Format: FLA and exported SWF, Flash 9+, AS2 or AS3

Animation Time: 15 seconds max

Animation Loops: Loops within 15 seconds max animation time permitted

Frame Rate: 24 FPS max

Border: Creative must contain 1-pixel border

Expand Method: On click or rollover after visual three-second countdown

Sidekick

Dimension: 850x700 px

Initial Load File Size: 100KB max

Sub-load: Additional 100KB max upon user interaction via click (up to five sub-loads max)

Source Format: FLA and exported SWF, Flash 9+, AS2 or AS3

Frame Rate: 24 FPS max

Allowed Expanded Directions: Expands in right gutter only. Appears to push page to the left

Border: Creative must contain 1-pixel wide border

Close button: Must be present and clearly defined at all times in the top right corner of ad

Alt image

Dimension: 300x250 px (Additional options include IAB 300x600 and IAB Billboard 970x250)

Source Format: GIF, JPG, or layered PSD

File Size: 50KB max

Animation Time: 15 seconds max

Animation Loops: Loops within 15 seconds max animation time permitted

Border: Creative must contain 1-pixel border

Media assets

Video Permitted: Yes. May be host-initiated

Video Delivery: Progressive or streaming. Varies with publisher preference

Video Duration: 30 seconds max

Video Controls: Must contain toggles for Play/Pause and Audio On/Off

Sound Permitted: Yes. User-initiated on click only (auto play in expansion if click to expand)

General settings

CPU Usage: Between 20% and 30% after initial file load. An initial spike of up to 60% is acceptable in the first five seconds

Ad Tag Delivery Method: script, iframe, or friendly iframe

Third-party Tags Accepted: Yes

Third-party Tracking Accepted: Yes (Impressions, Clicks, Research Tags)