



IAB Slider Format

SPECIFICATIONS | FEB 2011

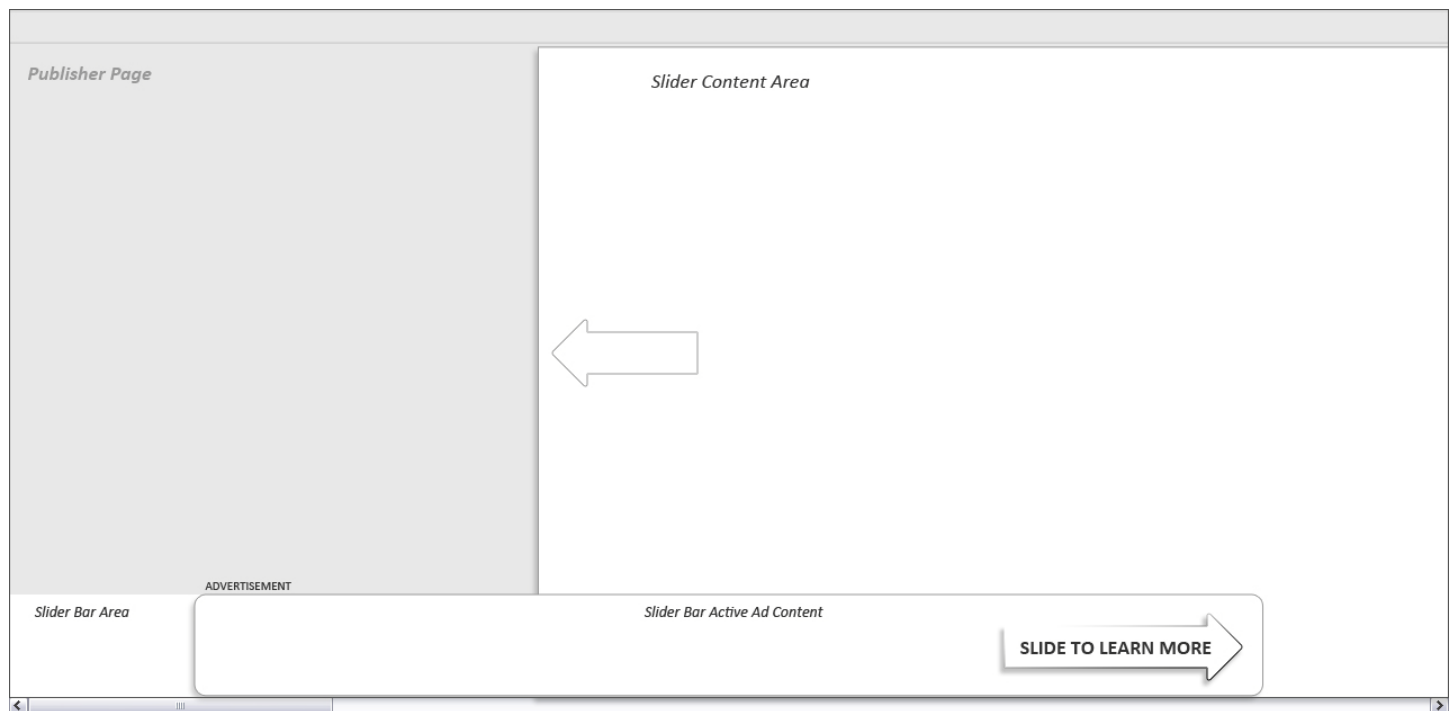
INTRO | The Basics

Naming Conventions:

- **Slider Bar:** The floating banner that appears initially at the bottom of the page.
- **Slider Bar Active Ad Content:** The area within the Slider Bar that can be used for branding. (The gutters may not be safe areas for branding because of different window sizes and display resolutions.)
- **Slider Content:** The full ad area that is pushed in from the side.

Basic Ad Experience and Navigation

- The **Slider Bar** is shown anchored to the bottom of the browser window and in front of the publisher page content.
- A user click or rollover triggers the publisher page to slide to the left, revealing the **Slider Content** on the right.
- The **Slider Bar** persists to enable retraction.
- A **close button** or clicking on the **Slide Back arrow** will slide the **Slider Content** back to the right, bringing the publisher content to its original position.

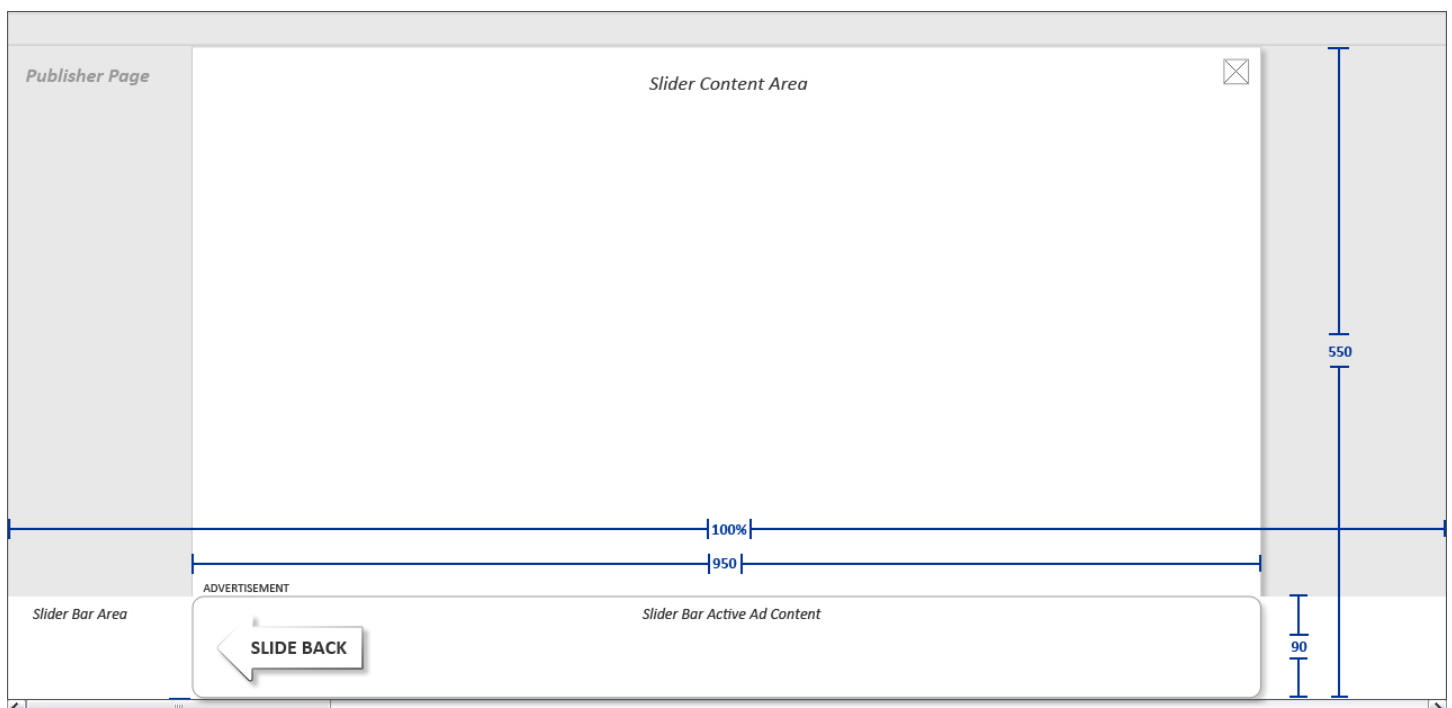


DIMENSIONS | Base Configuration

- The **Slider Bar** width is **100%** of the window width
- The **Slider Bar Active Ad Content** width is **950px** (this is the active content area for most publishers)
- The **Slider Bar** height is **90px** (or 50px based on publisher decision)



- The **Slider Content** width is **950px**
- The **Slider Content** height is **550px** aligned to the bottom of the page and is behind the **Slider Bar**



AD CONTENT | Technical Specs

INITIAL BANNER:

- Initial Load File Size: **50 KB** max (publisher decision)
- Source Format: FLA and SWF, Flash 9+, AS2 or AS3
- Anim. Time: **15 seconds max**
- 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 3-second countdown**
- Frequency Capping: 1 per user per day (publisher decision)

SLIDED CONTENT:

- Initial Load File Size: **100 KB max**
- Sub-load: **Additional 10 MB** max after sliding is done
- Frame Rate: **24 fps max**
- Source Format: FLA and SWF, Flash 9+, AS2 or AS3
- Allowed Expanded Directions: Expands in Right Gutter only, appears to push page to the left
- Border: Creative must contain 1-pixel border
- Close button: Must be present and clearly defined at all times in the top-right corner of ad

ALT IMAGE:

- Since the initial banner is a float, the alternative should be a 1X1 image to enable tracking of unsupported images

MEDIA:

- Video Permitted: Yes. May be host-initiated
- Video Delivery: Progressive or streaming. Varies with publisher preference
- Video Duration: 30 seconds max
- Video Controls: Must at least 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 Tag)

PRODUCTION BEST PRACTICES

1. Make sure the z-index of the Slider Bar is higher than those of the page and the Slider Content
2. Use a branding color for the gutter areas while keeping active ad elements in the center 950px
3. In the Slider Content, use a branding color for the bottom 90px while keeping active ad elements in the top 460px
4. The Slider Bar is anchored to the bottom and will be pushed up by any horizontal scroll bars