New Ad Products Portfolio

Flex Ads Working Group

New Ad Products Portfolio

Flexible Size

LEAN Guidance

Research and Test

Agenda

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The New Ad Products Portfolio

- **Display**

33

12
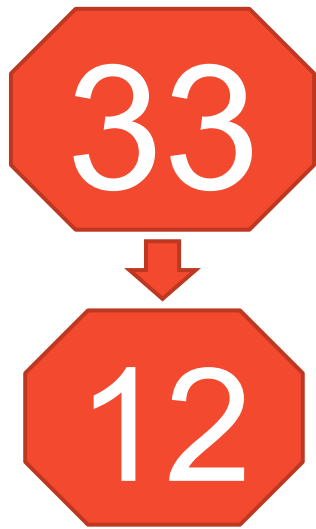
Reduced Ad units

Every Ad is LEAN Ad

©2014 Creative Safety Supply

Flexible Sizing

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The New Ad Portfolio

- **New Media Experiences**

| Social and Messaging Ads | New Video Formats | Augmented and Virtual Reality |

Flexible Size

- **Ad Size Definition**

1. **By Screen Size**
2. **Whole Number Aspect Ratio**
3. **Ad Real Estate**
4. **Density independent Pixels (dp)**
5. **Minimum Width**

S-M-L (6:1)
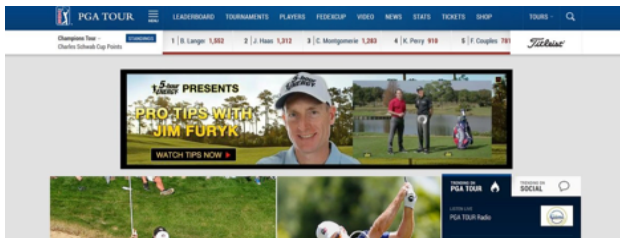
Small (mobile)
Medium (tablet)
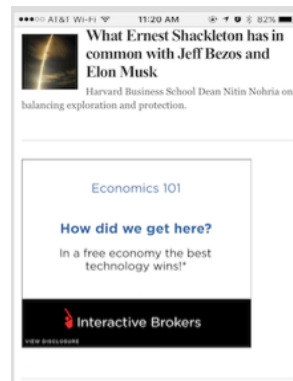Large (desktop)

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Flexible Size

- **Current Size and Placements**
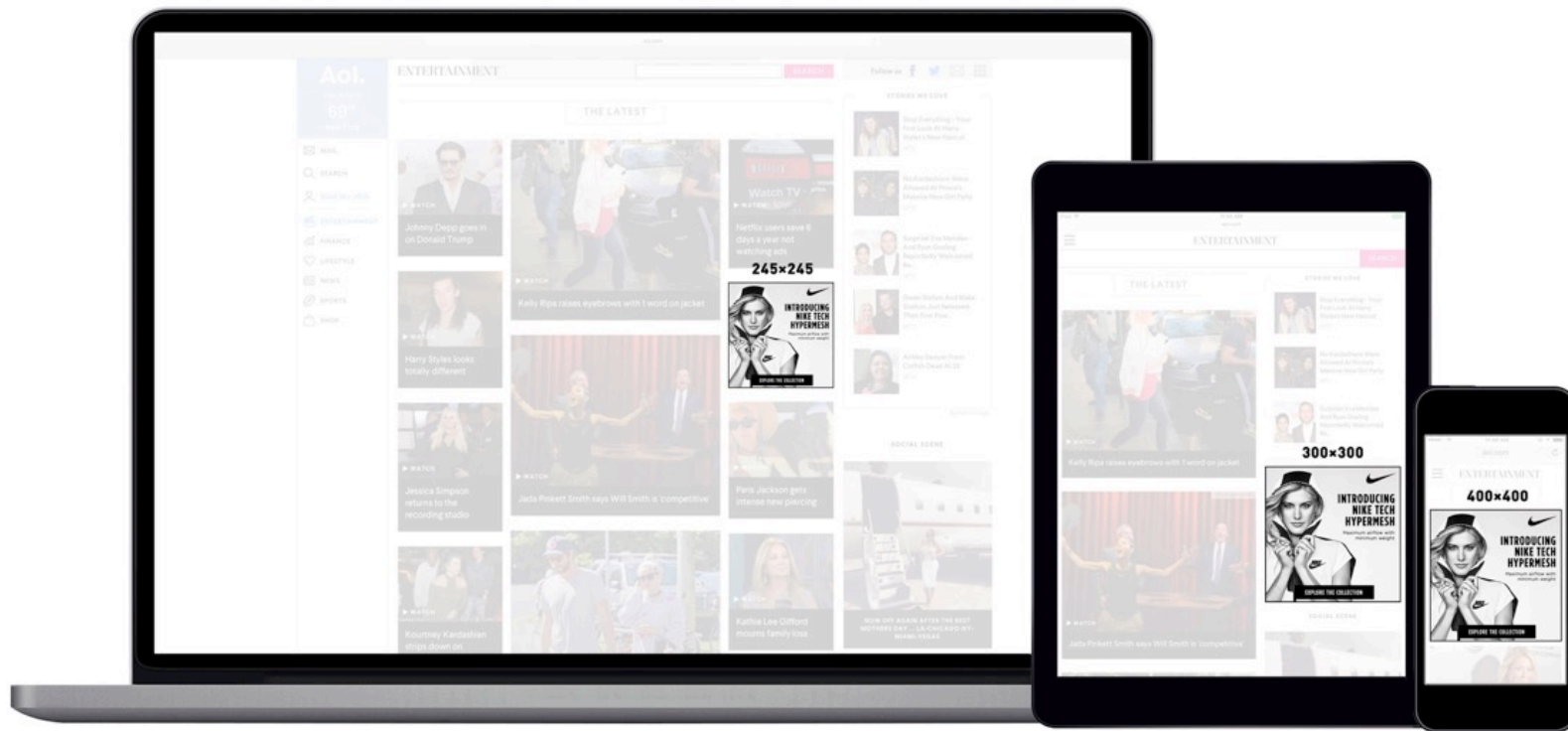

Current Layouts
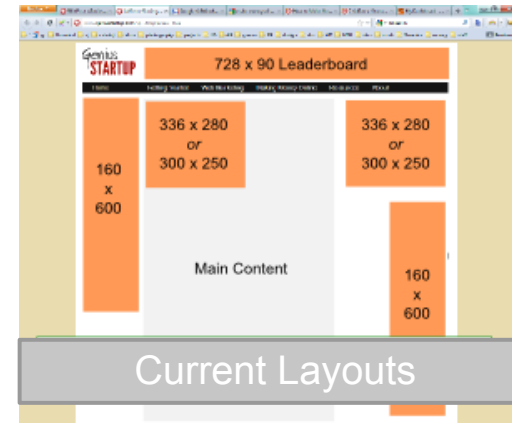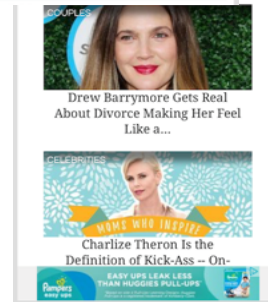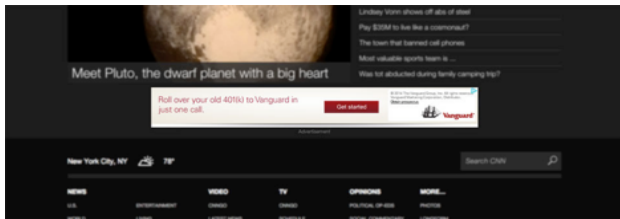
Flexible Size

- **Flexible 4:1 across screens**
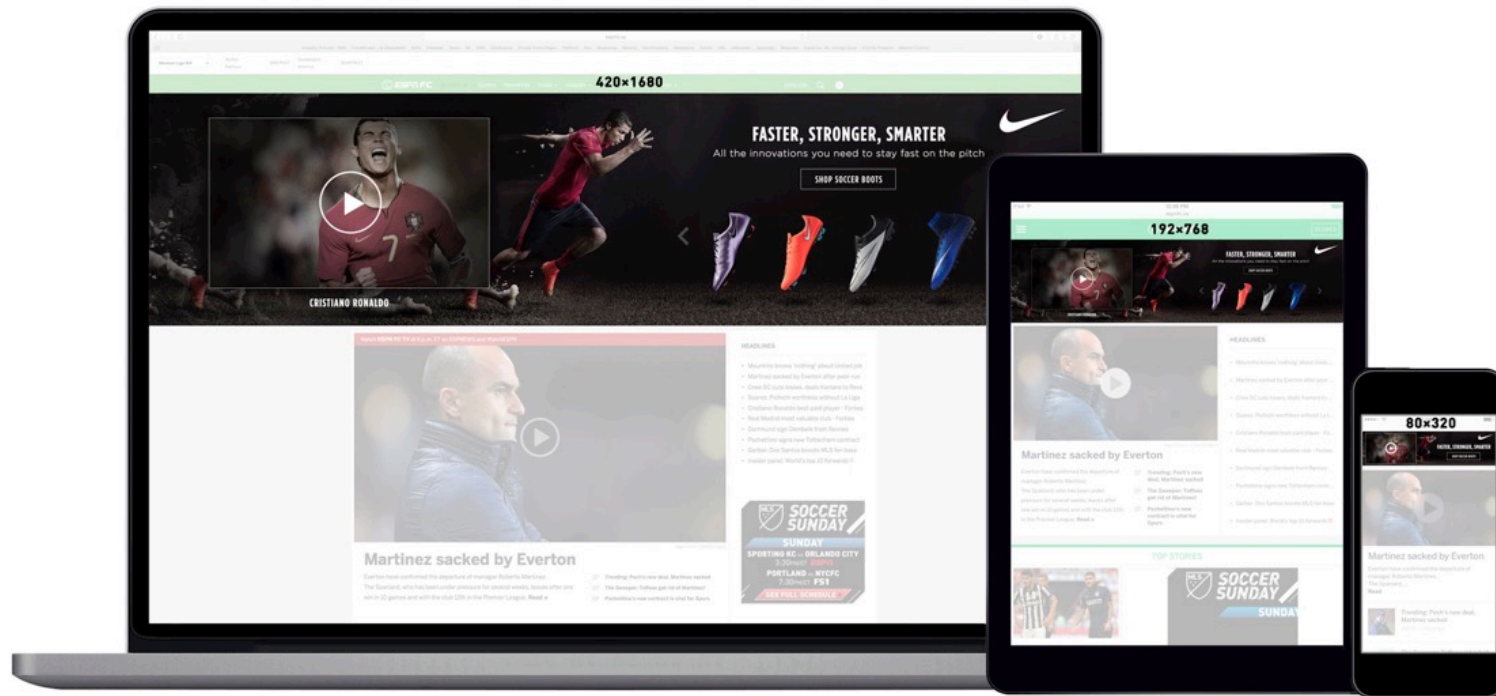
Flexible Size

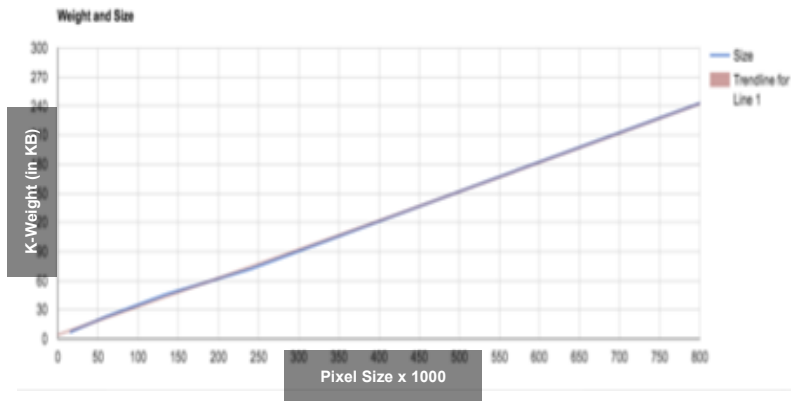- **Flexible 1:1 across screens**

Flexible Size

| Type	Ad Unit (New)	Current Ad Unit	Current Spec	Aspect Ratio	Screen Size*	Min. Width (dp)**	Max Initial K-weight (KB)	Max Subload (KB)	Static Image Max File Size (KB)	Static Image Min Dimentions (Not Responsive)
Horizontal Banners Edge to Edge of screen OR Margin to Margin of content layout Landscape Layout Top or bottom of the screen Middle of page sections	6x1	Smartphone Banner	300x50 320x50	6:1	Small	300	50	100	30	300x50
					Medium	600	100	200	75	600x100
					Large	900	150	300	100	900x150
	4x1	Billboard		4:1	Small	300	50	100	30	300x75
					Medium	600	100	200	75	600x150
			970x250		Large	900	150	300	100	970x250
	3x1	N/A	N/A	3:1	Small	300	50	100	30	300x100
					Medium	600	100	200	75	600x200
					Large	900	150	300	100	900x300
	10x1	Super Leaderboard/ Pushdown		10:1	Medium	600	75	200	50	600x60
			970x90		Large	900	125	300	90	970x90
	8x1	Leaderboard	728x90	8:1	Medium	600	75	200	50	728x90
					Large	900	125	300	90	900x112
Vertical Tall Banner Fits edge to edge to to bottom Fits margin to margin vertically between page layout elements Right or left edges of the screen or page layout	1x3	Portrait	300x1050	1:3	Medium	300	200	400	150	300x900
	1x2		300x600	1:2	Medium	300	200	400	150	300x600
Tiles Rectangles/Squares In between layouts Tiles in Grid layouts Usually small ~300 dp width but can be larger	1x1	Medium Rectangle	300x250	1:1	Screen Size N/A	300	125	300	90	300x300
	1x4	Skyscraper	160x600	1:4	Screen Size N/A	160	125	300	100	160x640
	2x1	N/A	N/A	2:1	Screen Size N/A	300	75	200	50	300x150
	3x1	N/A	N/A	3:1	Screen Size N/A	300	50	100	30	300x100
	3x2	N/A	N/A	3:2	Screen Size N/A	300	100	200	75	300x200
	16x9	N/A	N/A	16:9	Screen Size N/A	300	100	200	75	300x168
Full Page Covers Full screen Portrait or Landscape (inverted aspect ratio) Edge to Edge (margin for screen top bar etc. on devices) Applies to mobile phone, tablet devices as well as ... for expanded ads ...	9x16 Portrait/Landscape	Fullpage Flex	N/A	9:16	Small	300/540	200	400	150	320x568
					Medium	600/1024	300	500	200	640x1136
	10x16 Portrait/Landscape	Fullpage Flex	N/A	10:16	Medium	800/1024	300	500	200	800x1280
	2x3 Portrait/Landscape	Fullpage Flex	N/A	2:3	Small	300/480	150	300	100	320x480
	...Landscape		N/A	3:5	Small	480/800	250	400	150	480x800
Half page Large Ads covering at least half the page Edge to edge of the screen Margin to Margin of page layout	2x1 Large Rectangle	N/A	N/A	2:1	Medium	800	250	400	150	800x400
					Large	1024	250	400	150	1024x512

Flexible Size

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LEAN Guidance

Minimize File weight downloads
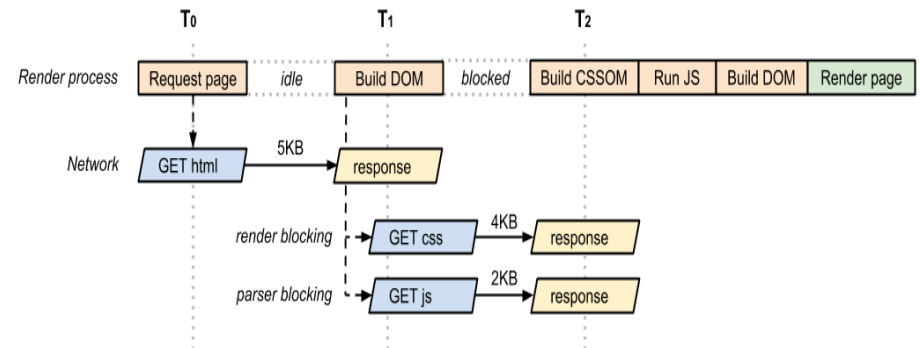
Maximize Page Load Performance

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LEAN Guidance

- **Discontinue and Deprecate**

1. **UAP (Universal Ad Package) spec**
2. **Rich Media spec**
3. **180x150**
4. **120x60**
5. **88x31**
6. **Floating Ads**
7. **Pop Up Ads**
8. **Auto Expand**
9. **Auto Play**

1. **All Fixed Sizes**
2. **Full Page Flex Square**
3. **Recommend New Aspect Ratio**
   Based Ad Units for current ad sizes

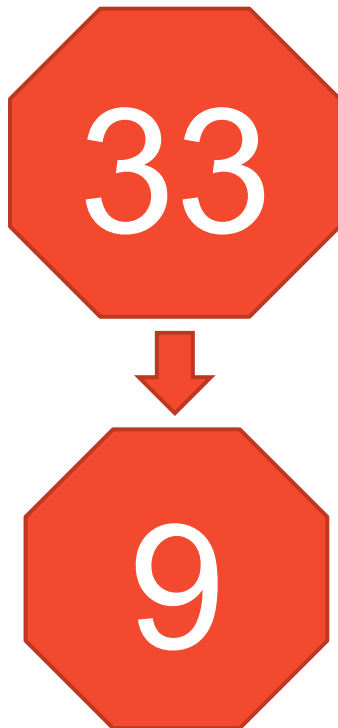**iab.**

New Media Experiences

- **Native of In Feed Ad Formats**
- **Emoji Ads**
- **Augmented Reality**
- **Virtual Reality Ads**
- **360 Degree Video**
- **Vertical Video**

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Research and Test

- **Attitudes and Usage Study**

Attitudes and Usage Study

100 Key Stakeholders and Thought Leader

Publishers   Agencies   Ad Tech

1. **Agency respondents represented over $380B in worldwide billing and included all Top 10 RECMA (***Research Company Evaluating the Media Agency Industry***) rated agencies for 2013**

2. **Publishers represent 75% of the March 2015 comScore Top 50 ??**

3. **Top Ad Tech entities with reach of up to 83.1% (comScore, March, 2015)**

4. **Over 50% of the Top 20 Ad Networks, with reach up to 95% (comScore, March, 2015)**

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Research and Test

Execution Test

Consumer Research

IAB Ad Blocking Report

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Research and Test

Phase 2 & 3 Test

Multi Media

No plug-in

HTML5

JS Library

Geo Location

Code library Support

Transition Guidance

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Thank You

> **Flex Ads Working Group**
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> **New Ad Product Portfolio**
>
> www.iab.com/newadportfolio