

IAB New Ad Portfolio Release Notes

The guidelines in this document are comprehensive recommendations of advertising experiences across diverse digital landscape including websites, mobile apps, social media, communication, and messaging experiences as well as new digital experiences like virtual reality and augmented reality.

The IAB New Standard Ad Unit Portfolio (“IAB New Ad Portfolio”) is comprised of:

1. Display ads
2. Native ads
3. New content experiences like:
 - a. Emoji ads
 - b. 360-degree image and video ads
 - c. Virtual reality ads
 - d. Augmented reality ads

Availability and Adoption

Please be advised that these IAB guidelines represent an industry recommendation. Accordingly, not all publishers, nor all IAB member companies, adopt these guidelines without modification relative to their own unique business offering. *Marketers, creative designers, and media agencies are strongly advised to consult directly with publishers regarding their ad creative requirements.*

Consumer Experience and Performance

The main focus of the new ad portfolio is to improve the consumer’s advertising experience and maximize the publisher page load performance. This is delivered by two overarching updates in the new ad portfolio:

1. **LEAN Principles (Light, Encrypted, AdChoices Supported, Non-invasive Ads):** Lightweight file weight minimizes the ad load during initial page load and non-invasive advertising guidance creates a better user experience
2. **Flexible Ad Sizing:** Ad units are defined by aspect ratios and minimum and maximum size range so the ad can adjust based on the screen size it is being displayed on

User Experience and Load performance

New guidance is specified for initial load and subload criteria as well as flexible size ad unit specifications. In addition, guidance on minimizing render blocking scripts has been provided. Number of files in initial load is restricted to 10 files and revised shared library guidance is provided with maximum limits.

User Experience and Ad Content

The new ad portfolio emphasizes user respect, choice, and control over their advertising experience. Revised guidance has been provided for the following elements:

1. Animations
2. Ad expansions
3. Close Buttons
4. User initiation
5. Interstitials
6. Video and auto-play video, e.g. out-stream ads
7. Audio

Non-Disruptive Ad Experiences

The new guidance provides a comprehensive list of common ad experiences that are no longer permitted as well as those that are permitted. It also has revised guidance to define how a particular allowed ad experience may be executed for non-disruptive user experience.