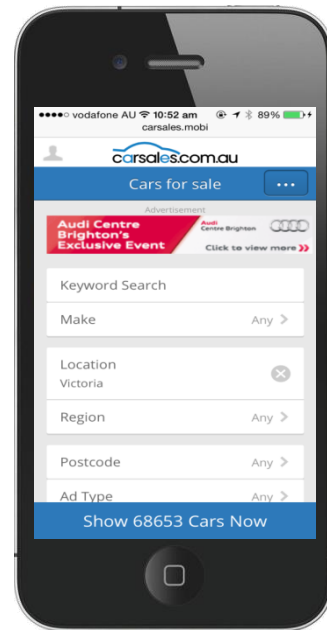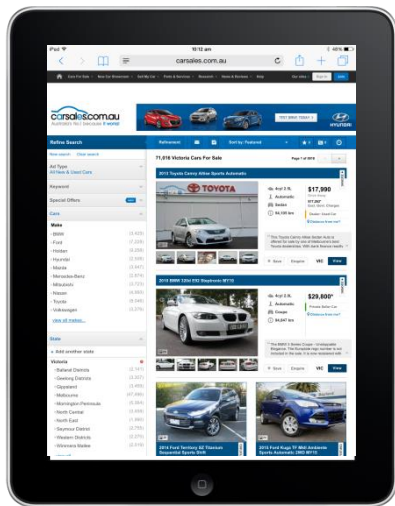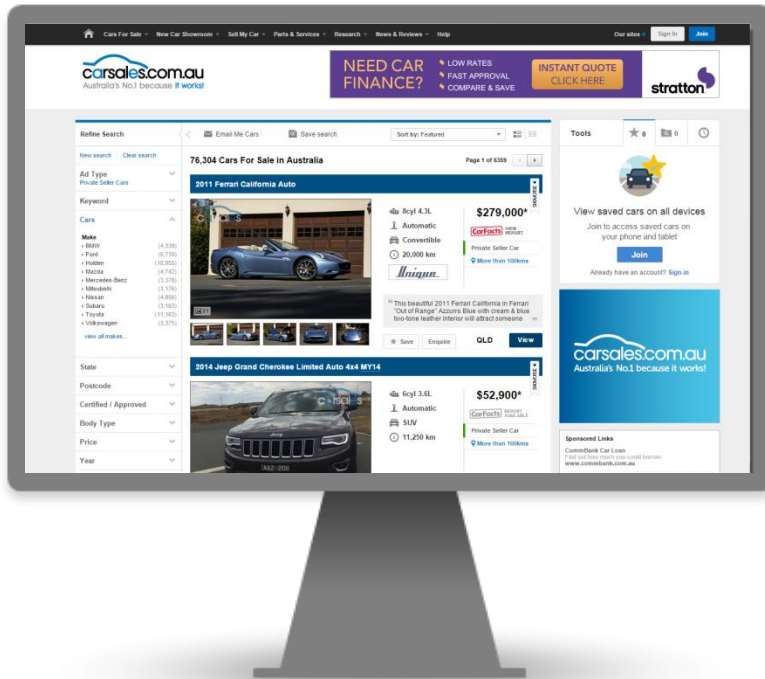# AUTO NETWORK AD SPECIFICATIONS

HTML5 AD SPECIFICATIONS

Overview

The combination of HTML5, CSS3, JavaScript & SVG enables rich animation and features similar or identical to Flash technology, hence you may refer to the relevant ad product specifications for details regarding rules, expected behaviour and deliverables in respect to user experience and hardware load (CPU performance considerations, file sizes).

Hosting Options

- Rich Media HTML5 ads must be third party served via DoubleClick or Sizmek.

  Rich Media creative for In-App requires MRAID.JS. Separate ad tags will be required.

  All third party tags must be SSL compliant (https).

- MediaMotive can serve raw HTML5 with all relevant files such as js, css and images being hosted by the client.

  JPEG and GIF images are also accepted.

Requirements

- Animation length: 30 seconds maximum.
- Looping: allowed.
- Frame rate: 24 fps
- Creative with a white or light coloured background must include a 1 pixel border.
- In cases where polite download is used, initial pre-load banner must not be left blank.
- Back up images must appear un-pixelated and all writing legible with clearly defined edges.
- Click through URL for Mobi and App should go to a mobile optimised site or dedicated mobile site.
- Creative must include click tags for publisher tracking. Download the build guide here.

HTML5 Browser Support

Mediamotive strongly recommend that tags serving HTML5 creative render its Back Up Image on Internet Explorer 9 and earlier, as these browsers do not support all available features of HTML5. This is in line with best practice as stipulated by our major ad serving partners.

Timeline

- Creative materials due at least 10 working days before campaign launch to ensure technical compatibility and for approval.   MediaMotive advertising booking terms & conditions apply.
- For more information please contact: adops@mediamotive.com.au

HTML5 Standard Banner Specifications

Device	Banner Dimensions (w x h) px	Back Up Image	Banner Load
Desktop	300x250, 300x600, 728x90, 120x600, 450x90, 300x100 300x150	JPEG, GIF 80 KB Max	HTML5 100 KB Max*
Mobile & Smartphone	300x50, 300x100, 300x250		
Tablet	300x250, 680x75, 680x610		

*uncompressed folder size of all assets.

HTML5 Rich Media & Expandable Banner Specifications

Device	Initial Banner Dimensions (w x h) px	Back Up Image	Initial Banner Load	Expanded Panel Dimensions (w x h) px	Polite Load or User Initiated Expansion	User Initiated Video
Desktop	300x250	JPEG, GIF 80 KB Max	100 KB Max*	600x250 Expand direction: Left	1 MB Max	2.2 MB Max
	300x600			600x600 Expand direction: Left		
	728x90			728x180 Expand direction: Down		
	120x600 450x90 300x100 300x250			N/A		
Mobile & Smartphone	300x50 300x100 300x250			Portrait: 320x480 Landscape: 480x320		
Tablet	300x50			Portrait: 768x1024 Landscape: 1024x768		
	300x250					
	680x75 680x610			N/A		

*uncompressed folder size of all assets.

Video Specs

Video file type: MP4 / MOV / AVI
Video dimensions: 16:9 or 4:3
Video frame rate: min 24 fps, max 30 fps
Video duration: 15 or 30 seconds (recommended), up to 60 seconds maximum.

- Video must be hosted by Doubleclick or Sizmek. Videos hosted on YouTube or other external sources are not accepted.
- Video can auto play with the sound muted.
- No looping on video allowed. Video replay button is permitted to appear at end of video play.
- Video player must have play, pause and mute/unmute controls. Full screen control is not permitted.
- Video must end with a call to action (not a blank screen).

Expandable Banner Guidelines

- Initial Banner must include a clear call to action (eg: Click to expand).
- Ad expansion must be user initiated using one of the following methods:
  Click/Tap to expand: expanded panel launches on user click/tap. Ad retracts when the close button is clicked.
  Roll over to expand (desktop only): expansion is triggered on mouse rollover with a 2 second delay. Ad must retract on mouse roll off.
- A **close** button must be clearly displayed on the expanded panel.