

<b>TIME</b>	<b>Max File Size</b>	<b>File Format</b>	<b>Audio</b>	<b>Audio Restrictions</b>	<b>In-banner video Requirements</b>	<b>Other</b>
<b>728x90</b> <b>300x250</b> <b>300x600</b> <b>970x250</b> <b>320x50</b>	40k	.gif, .jpg, .png or 3rd party tags	User initiated on click	Audio volume should not exceed -12 db	Video player must contain a volume, pause and play buttons. Recommended 24 FPS minimum. For lower bandwidth (less than 2 mbps) 18 FPS may be used.	
<b>Preroll</b>	:06 = 1MB :15 = 4MB :30 = 8MB	VAST 2-4  MP4 (H.264)	User initiated on click	Audio volume should not exceed -12 db. Average volume must be -24 LKFS (US ATSC/85, Japan TR-B32) with an allowed deviance of 2.	Max 30 FPS. 720p or below is required, the optional inclusion of 1080p is recommended - either 16:9 or 4:3 aspect ratios are acceptable. Must contain at least one mediafile under 1000kbps	Any preroll longer than :15 must have skip button enabled after :05
<b>Social Stories (Polar)</b>	URL to FB or IG social post					
<b>Content Carousel</b> <b>Tableau Unit</b> <b>Guillotine Unit</b>	High resolution, layered PSD's of the campaign key art Layered photoshop files of any digital ads Fonts Video(s) (if applicable) - any file type, length, size Brand guidelines (if available) 6+ article urls - we can use placeholders until these are available					
<b>Newsletters</b>	<a href="#">Specs</a>					
<b>Clipcentric</b>	<a href="#">Specs</a>					

## Creative Requirements

Ad must not exceed ten file requests during initial file load. Additional files can be loaded as necessary during host initiated subload (restricted) and user initiated loads (unrestricted).

Viewability pixels serving as the source of billable delivery must be the first pixel to fire in a third party tag

Flash creative is not accepted

All creative must be SSL compliant

All ad units must open a new browser window on click

If an ad contains a white background please include a black 1 pixel border surrounding the entire ad, including expanded panels, to ensure separation from editorial content

If rounded corners are used, save with a transparent background (PNG-24)

Local language banners are accepted, and these can only be targeted to campaign specific geos

## Creative Submission

All assets are due to TIME 5 business days prior to the launch date

Please allow a 24-48 hour turnaround for all trafficking requests

Creative can only be swapped out a max of 3 times per flight, unless they are swapped on the back end of a tag

If serving an ad through a 3rd party, the 3rd party login information is required at the start of the campaign for billing purposes

Avalanche and Clipcentric assets due to TIME10 business days prior to launch

## Ad Verification Requirements

Ad verification must be set to monitor

Ad blocking is not permitted

## Creative Restrictions

Ads with faux functionality require approval by edit.

Creatives should render into the Google Ads iframe.

Creatives should not in any way modify the DOM outside of the Google Ads iframe. This includes and is not limited to: moving, adding, and removing DOM nodes, modifying the attributes of DOM nodes, modifying the text of DOM nodes, and binding and unbinding events to DOM nodes

## Additional Info:

Initial Load Definition: Includes all assets and files necessary for completing first visual display of the ad and requested before load event dispatched by the window object.

Subload Definition: This is the additional file weight an ad can load in addition to initial load. Ad file subload may begin after the load event has been dispatched by the window object. The ad should listen for the load event dispatched by the window object of the host page. When communication with the host page is not possible, then it is acceptable to listen for the load event dispatched by the window object of the ad iframe.

Rich media experiences that require files or creative assets in addition to initial load and subload limits should be user initiated.

Ad Size	HTML5 Initial Load	HTML5 Initial Load Requirements	HTML5 Subload	HTML5 Subload Requirements	HTML5 Z-Index Requirements	Dimensions of "Hot" area	Animation Allowed	Animation & Looping Limitations
970x250	250k	All asset files necessary for completing first visual display of the ad must be immediately loaded when the ad tag is inserted in the page.	500k	All of the creative's subsequent assets must be loaded once the host webpage has completed loading.	Z-index should be set to a numerical value between 0 - 998. Some customization may be required.	Not to exceed 33%	Y	Length of animation must not exceed 15 seconds. No looping beyond 15 seconds. Animation is recommended to be part of subload.
728x90 & 300x250	150k	All asset files necessary for completing first visual display of the ad must be immediately loaded when the ad tag is inserted in the page.	300k	All of the creative's subsequent assets must be loaded once the host webpage has completed loading.	Z-index should be set to a numerical value between 0 - 998. Some customization may be required.	Not to exceed 33%	Y	Length of animation must not exceed 15 seconds. No looping beyond 15 seconds. Animation is recommended to be part of subload.
300x600	200k	All asset files necessary for completing first visual display of the ad must be immediately loaded when the ad tag is inserted in the page.	400k	All of the creative's subsequent assets must be loaded once the host webpage has completed loading.	Z-index should be set to a numerical value between 0 - 998. Some customization may be required.	Not to exceed 33%	Y	Length of animation must not exceed 15 seconds. No looping beyond 15 seconds. Animation is recommended to be part of subload.
320x50	75k	All asset files necessary for completing first visual display of the ad must be immediately loaded when the ad tag is inserted in the page.	100k	All of the creative's subsequent assets must be loaded once the host webpage has completed loading.	Z-index should be set to a numerical value between 0 - 998. Some customization may be required.	n/a	Y	n/a