

IAB Belgium Standard Ad Formats November 2008

In-Unit (In-Page) Units				Expandable Ads ****			
Format Category	Size (WxH)	Naming	File Size (swf, gif, jpg)		Expanded Width	Expanded Height	Panel File Size ***** (swf, gif, jpg)
			Standard *	Rich Media ***			
UAP	728x90	Leaderboard	40K		728	400	
UAP	300x250	Medium Rectangle	40K	40K initial download, 2.2mb	500	250	60K initial download, 2.2mb progressive
UAP	160x600	Wide Skyscraper	40K	progressive download	400	600	download
UAP	180x150	Rectangle	40K		372	356	
Banner & buttons	728x90	Leaderboard	40K		728	400	
Banner & buttons	840x150	Large Leaderboard	40K	40K initial download, 2.2mb	840	400	60K initial download, 2.2mb progressive
Banner & buttons	468x60	Full Banner	40K	progressive download	468	250	download
Banner & buttons	234x60	Half Banner	30K		300	250	
Banner & buttons	120x240	Vertical Banner	30K	30K initial download, 2.2mb	n/a	n/a	n/a
Banner & buttons	125x125	Square Button	30K	progressive download	n/a	n/a	n/a
Banner & buttons	120x90	Large Button	20K	20K	n/a	n/a	n/a
Banner & buttons	120x60	Medium Button	20K	20K	n/a	n/a	n/a
Skyscraper	160x600	Wide Skyscraper	40K		400	600	
Skyscraper	120x600	Skyscraper	40K	40K initial download, 2.2mb	400	600	60K initial download, 2.2mb progressive
Skyscraper	300x600	Half page ad	40K	progressive download	560	600	download
Rectangles	300x250	Medium Rectangle	40K		500	250	
Rectangles	180x150	Rectangle	40K		372	356	60K initial download, 2.2mb progressive
Rectangles	160x150	Small Rectangle	40K		320	250	download
Rectangles	250x250	Square	40K		400	250	
Rectangles	336x280	Large Rectangle	40K	40K initial download, 2.2mb	n/a	n/a	n/a
Rectangles	468x400	Extra Large Rectangle	40K	progressive download	n/a	n/a	n/a
Rectangles	240x400	Vertical Rectangle	40K		n/a	n/a	n/a
Rectangles	300x100	3:1 Rectangle	40K		n/a	n/a	n/a
Rectangles	720x300	Pop-Under	40K		n/a	n/a	n/a

Floating & Splash-page (Overthe-page OTP) Units ****				
Floating **	800x600	Large Overlay	100K	Standard file size initial
Floating	640x480	Medium Overlay	75K	download, 2.2 mb progressive
Floating	500x400	Small Overlay	40K	download

Floating (OTP) units are available with/without companion ad:
Floating component should be frequency capped
Check ad specs by Publisher for site specific guideline:

Universal Ad Package (UAP): Publishers who are UAP compliant provide advertisers a set of 4 ad units (728x90, 300x250, 160x600 and 180x150) that enable advertisers the ability to reach the majority of that publisher's audience – using collectively, these units.

Audio Initiation: always user initiated (mouse-over - sound on | mouse-out = sound OFF) | All advertising formats that use sound and any video advertising executions should feature a set of standard control buttons, including sound on/of play, pause, and stop

Delivery terms: GIF, JPEG, TPS (non rich media) tags: 3 working days | Flash, Rich Media: 5 working Days - cfr LCI

Animation: 3 loops within 15 sec (Unlimited during user interaction)

Flash controls: _root.clickTAG | in order to track clicks, this code needs to be implemented. The clickTAG is case sensitive in Flash 7 and above. | coming soon the UNIVERSAL ClickTAG

Video: up to 30 sec (above 30sec, only when there is user initiation)

Flash: maximum 30 frames/sec, up to and including Flash 8.0 (Backup .gif or .jpg required with all Flash creative)

Test you material before its submission on <http://www.adopstools.net/>

Naming convention: Advertiser_Campaignname_adName_Language_size_typeversion (vb. creative ex: Mobistar_Tempo_promo1_NL_300x250_c02.swf or tag ex: Mobistar_Tempo_promo1_NL_300x250_t02.txt) | c01 or t01 at the end of each ad stands for 'Creative version one' or 'Tag version one'

* Initial File Downloads only - TPS: managed by the third-party adserver (approval required)

** Up to 10 sec floating component - Unlimited during user interaction (=mouse cursor on the floating component or on the companion ad)

*** Larger progressive file size available (up to 4.4mb), but must be arranged with Rich Media vendor in advance. NOTE: all 3rd Party Vendor and polite download costs are paid by Advertisers, unless stated otherwise in T&C from publishers

**** All interruptive rich media advertising executions (Overlay, expandable, ...) should feature a **close button** in the top right hand corner. The close button should appear on every frame of the execution. The close button should appear in the top right next to the content or the actual visible ad content (cfr. when there is a transparent background). The close button should be clearly visible at all times with special consideration taken about the background colours of the web page the creative is running on. The close button should feature both an 'X' and the word 'close' in font size 11.

***** 100K Initial download file size