

In-Page Units ¹				Expandable Ads ⁴			
Format Category	Size (WxH)	Naming	File Size (swf, gif, jpg)		Expanded Dimensions		Panel File Size (swf, gif, jpg)
			Standard ²	Rich Media ³	Expanded Width	Expanded Height	
UAP	728x90	Leaderboard	40K	Standard file size initial download, 2.2mb progressive download.	728	400	60K initial download, 2.2mb progressive download.
	300x250	Medium Rectangle	40K		500	250	
	160x600	Wide Skyscraper	40K		400	600	
	180x150	Button	40K		372	356	
Leaderboard	728x90	Leaderboard	40K	Standard file size initial download, 2.2mb progressive download.	728	400	60K initial download, 2.2mb progressive download.
	840x150	Large Leaderboard	50K		840	400	
	995x123	XL Leaderboard	50K		995	400	
	840x250	TV Spot Leaderboard	50K		n/a	n/a	
	468x60	Small Leaderboard	40K		468	250	
	234x60	Half Small Leaderboard	30K		300	250	
Skyscraper	160x600	Wide Skyscraper	40K	Standard file size initial download, 2.2mb progressive download.	400	600	60K initial download, 2.2mb progressive download.
	120x600	Skyscraper	40K		400	600	
	300x600	Half Page Skyscraper	50K		600	600	
Rectangle	300x250	Medium Rectangle	40K	Standard file size initial download, 2.2mb progressive download.	500	250	60K initial download, 2.2mb progressive download.
	180x150	Rectangle	40K		372	356	
	250x250	Square Rectangle	40K		400	250	
	300x600	Half Page Rectangle	50K		600	600	
	468x400	XL Rectangle	50K		n/a	n/a	

Over-The-Page Units

Overlay ⁴	800x600	Large Overlay	100K	Standard file size initial download, 2.2 mb progressive download.	Floating ads must close automatically after 15 seconds . Unlimited animation during user interaction (=mouse cursor on the floating component or on the companion ad) must be served by a Rich Media Adserver. Over-The-Page Overlay units are available with/without companion ads. Floating component should be frequency capped. Check ad specs by Publisher for site specific guidelines.
	640x480	Medium Overlay	75K		
	500x400	Small Overlay	50K		
Splash	640x480	Medium Splash	75K	Standard file size initial download, 2.2 mb progressive download.	Some publishers can impose an automatic redirection after a lapsetime previously defined by the publisher itself. If your animation is too long, it can be cut short before it ends. Please check with publishers for more info.
	500x400	Small Splash	50K		

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

Delivery terms: GIF, JPG, SWF, Non Rich Media Third Party Served Tags: **3 working days** | Rich Media Third Party Served Tags: **5 working days**.

Important notes

Animation: max 15 sec (Unlimited during user interaction) - No loop or any animation after 15 sec.
Audio Initiation: **Sound OFF** by default, always user initiated on click action. All advertising formats that use sound must feature a sound on/off button.
Video: Up to 30 sec (above 30sec, only when there is user initiation). All advertising formats that use sound and any video executions must feature a set of standard control buttons, including sound on/off, play, pause and stop. Replay button is recommended.
⁴ **Close Button:** All interruptive advertising executions (ie: Overlay, expandable) must feature a close button. The close button must be clearly visible and appear on every frame of the execution. In case of an **expandable**, the close button must appear outside the main unit. The close button must feature both an 'X' and the word 'Close' (or 'Sluiten' in NL, 'Fermer' in FR). For **overlayers**, IAB recommends top right position.

Adobe Flash requirements

A **clickTAG** must be implemented : `_root.clickTAG` | This code is used in order to track clicks. The clickTAG is case sensitive in Flash 7 and above.
 Maximum 24 FPS, Flash versions 10 and below are accepted. (Backup .gif or .jpg required with all Flash creative)
 Currently, IAB Belgium recommends **AS2** for standard Flash creative.
Test your material before its submission on IAB TOOL AdBannerKing - http://bit.ly/iab_adbk - This will enhance and shorten the creative submission and testing period.

Naming convention: language_size_client_campaign_CreativeVersion (Example: fr_300x250_Volvo_V40_c01.swf). Ad Tag Naming Convention: language_size_client_campaign_TagVersion (Example: fr_300x250_Volvo_V40_t01.txt) Versioning: The **c01** or **t01**, at the end of either an ad creative or ad tag, stands for "creative version one" or "tag version one". Each time an ad creative is revised, the version should be changed to c02, c03, etc. This will allow the AdOperations Manager to easily traffic the correct ad.

¹ Foresee 5K for OBA compliancy (icon + slogan) without exceeding initial file size.
² Initial File Downloads only: managed by the third-party adserver (approval required based on system used).
³ Larger progressive file size available, 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. Please check with the Media Agency/Advertiser for more details.



IAB Belgium Standard Mobile Ad Formats

February 2013

A wide variety of mobile screen formats exist today. IAB and MMA have put out standards, but the smallest ones are not frequently used in Belgium. On the other hand, IAB Belgium wants to boost mobile advertising media investments instead of the production of 101 different formats. In that context, IAB Belgium recommends to use the MMA standards such as the Leaderboard XXL and the Leaderboard XL. In this early development stage of mobile advertising, IAB Belgium recommends only 4 standards for surf and apps, even if these formats are not using the whole screen of some smartphones.

Mobile Ad Units ¹					
Format Category	Size (WxH)		Naming	File Size ²	
MMA	300x50 / 600x100 ³		300x75 / 600x150 ³	Mobile Leaderboard XL	15K / 40K
	320x50 / 640x100 ³		320x75 / 640x150 ³	Mobile Leaderboard XXL	15K / 40K
	Portrait	Landscape			
	320x480 / 640x960 ³	480x320 / 960x640 ³	Mobile Splash XXL	30K / 80K	
	320x350 / 640x700 ³	350x320 / 700x640 ³	Mobile Splash XL	30K / 80K	

Delivery terms: PNG, GIF, JPEG: 3 working days.

¹ Animation max 5 seconds.
² No SWF or Third Party Tags.
³ Optimized for high res. displays such as Retina.



IAB Belgium Standard Tablet Ad Formats

February 2013

A wide variety of tablet advertising opportunities exist today. Neither IAB nor MMA has put out standards. With the tablet advertising market under two years old, that's probably appropriate. In that context, IAB Belgium recommends to use the UAP formats such as the Medium Rectangle, the Leaderboard and the Wide Skyscraper. For tablet apps, IAB Belgium proposes to adapt the Splash, Leaderboard and Skyscraper for the specific tablet.

Tablet Ad Units - App ¹				
Orientation	Size (WxH)		Naming	File Size ²

	1024x768	1280x800		
Portrait / Landscape	300x250	300x250	Tablet Medium Rectangle	40K
Portrait	768x1024	800x1280 ³	Tablet Splash	80K
Portrait	768x100	800x100	Tablet Leaderboard	40K
Portrait	100x1024	100x1280 ³	Tablet Skyscraper	40K
Landscape	1024x768	1280x800 ³	Tablet Splash	80K
Landscape	1024x100	1280x100	Tablet Leaderboard	40K
Landscape	100x768	100x800 ³	Tablet Skyscraper	40K

Delivery terms: PNG, GIF, JPEG: 3 working days.

¹ Animation max 5 seconds.
² No SWF or Third Party Tags.
³ Please consider the fix Status Bar (Bottom): 48px.

In-Stream Video Ads									
Naming	Length/Duration ¹	Aspect Ratio ¹	Bit rates	Companion ad ³	Audio ²	Recommended Codecs ¹	Container	Resolution (in pixels)	Functionality
Linear Video Ad (Pre-Mid-Post Roll)	Up to 15 sec (for short-form content) Up to 30 sec (for long-form content)	16:9 or 4:3 ⁴	Minimum 2 Mbps	Varies by Publisher	May play automatically	MPEG2, WMV, H.264/AAC,MPEG4	.mov, avi, .wmv, .flv, .mp4, HTML5	640x360 or 640x480 preferred; 400x300 minimum; these dimensions may be adapted to accommodate wide screen videos	Minimum 15 fps Maximum 30 fps
Non-Linear Video Ad	5-15 sec	16:9 or 4:3 ⁴	Minimum 2 Mbps	Varies by Publisher Overlay ad sizes: see hereunder	May play automatically	MPEG2, WMV, H.264/AAC,MPEG4	.mov, avi, .wmv, .flv, .mp4, HTML5	640x360 or 640x480 preferred; 400x300 minimum; these dimensions may be adapted to accommodate wide screen videos	Minimum 15 fps Maximum 30 fps

Overlay Ad Format						
Naming	Size (WxH) ⁵	File Size (swf, jpg, xap)	Audio ²	Animation	Opacity	File Formats
Overlay video ad	300x50, 450x50	100K	No audio allowed in overlay invitation unit; once full ad expands or begins audio should be host initiated	none	Text and image: 100% opaque Background: 70% maximum	At least one of the following file formats should be accepted: jpeg, swf (Adobe Flash), xap (Microsoft Silverlight)

There are two core video ad format categories in today's In-stream ad experiences. These are "**Linear Video**" ads and "**Non-linear video**" ads:

- **Linear Video ad:** The ad is presented before, in the middle of, or after the video content is consumed by the user in very much the same way a TV commercial can play before, during or after a chosen program. One of the key characteristics of a linear video ad is that the user watches the ad in addition to the content as the ad takes over the full view of the video. Common linear video ad formats include pre-rolls, interactive takeovers, and short bumper vignettes that appear prior to the video content stream.
- **Non-Linear Video ad:** The ad runs concurrently with the video content so the users see the ad while viewing the content. Non-linear video ads can be delivered as text, graphical ads, or as video overlays.

Both Linear and non-linear video formats have the option of being paired with what is commonly referred to as a "**Companion ad**", commonly text, display ads, rich media, or skins that wrap around the video experience. These ads come in a number of sizes and shapes and typically run alongside or surrounding the video player. The primary purpose of the companion ad is to offer sustained visibility of the sponsor throughout the video experience. Companion ads may offer click-through interactivity and rich media experiences (See publisher specs for more details.) Publishers should accept at least one of the following formats for companion ads: JPG, GIF, SWF, XAP.

Naming convention: language_size_client_campaign_CreativeVersion (Example: fr_300x250_Volvo_V40_c01.swf) Ad Tag Naming Convention: language_size_client_campaign_TagVersion (Example: fr_300x250_Volvo_V40_t01.txt) Versioning: The c01 or t01 at the end of either an ad creative or ad tag, stands for "creative version one" or "tag version one." Any time ad creative is revised and resent to Publisher AdOps, the version should be changed to c02, c03, etc., so that Publisher AdOps can traffic the correct ad.

¹ See publisher specs for more details.
² Minimum player controls present should be Start/Stop and Volume On/Off/Softer/Louder.
³ If a Publisher offers companion ads as a part of a Linear video ad product, at least one of the following companion ad sizes should be accepted: 300x250, 300x100, 120x60, 468x60, 729x90, 300x60. This is a minimum consideration set and other ad sizes may also be offered by the publisher in addition to at least one of the listed sizes.
⁴ Publisher may scale the submission to fit their player (e.g. colored bands may be added around the ad).
⁵ Publisher should accept at least one of these overlay ad size. This is a minimum consideration set and other ad sizes may also be offered by a publisher in addition to at least one of the listed sizes. The overlay ad should not be more than 1/5 of the height of the player.

TPC: VAST 2.0 compliant

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Max Additional Initial File Load Size for OBA	Subsequent Max Polite File Load Size	Subsequent Max User-Initiated File Load Size	Max Video & Animation Frame Rate	Animation Length	Audio Initiation	Minimum Required Controls	Labeling Requirements, Font Size, etc.	Submission Lead-Time	Implementation Notes & Best Practices	
Rising Stars Display Ad Units	Filmstrip	300x600 Viewable window in which total ad size of 300x3000 scrolls (5-300x600 segments)	Expansion not allowed for this unit	60 KB	5 KB	100 Ko	2.2 MB; unlimited if streaming	24 FPS	30 seconds or less; unlimited with user interaction	Must be user-initiated (on click: mute/un-mute); default state is muted	Video must include: Play, Pause, Mute (and/or volume control to 0)	Ad unit content must be clearly distinguishable from normal Webpage content	Minimum 5 business days before campaign start to Publisher, 10 days to Rich Media Vendor	http://www.iab.net/risingstars#2 Style Guide: http://www.iab.net/media/file/IAB_Filmstrip_Style_Guide_v3.pdf
	Portrait	300x1050 Divided into THREE distinct modules Refer to style guide link in far right column for more information	Up to 580x460 depending on module Expansion allowed only after user initiation (refer to style guide for details)	80 KB	5 KB	350 KB for creative files	2.2 MB; unlimited if streaming	24 FPS	30 seconds or less; unlimited with user interaction	Must be user-initiated (on click: mute/un-mute); default state is muted	Video modules must include: Play, Pause, Mute (and/or volume control to 0) Expanding modules must include "Close X" in expanded mode Other controls dependent on applications used. See style guide for control details, styles and specifications.	Advertisement: width up to 270 px; height 15 px at the top aligned right Logo header: 270x40 px below advertisement label Optional header copy: 270x55 px below logo header Footer copy: 270x50 px at the bottom (15 px margins on right and left sides of entire ad unit) See IAB Portrait Style Guide for additional details	Minimum 5 business days before campaign start to Publisher, 10 days to Rich Media Vendor	Style Guide: http://www.iab.net/media/file/IAB_300x1050_style_guide_v2.pdf Example: http://www.iab.net/risingstars#3
	Slider	Width of Publisher page by height of 90px Active ad content centered in 970x90	970x550 behind Slider bar	60 KB	5 KB	100 KB for user-initiated slider content	After slider content initiated: 2.2 MB; unlimited if streaming	24 FPS	30 seconds or less; unlimited with user interaction	Must be user-initiated (on click: mute/un-mute); default state is muted	Click or rollover initiates slider content. Must contain "Close X" in expanded slider bar and in slider content. Video in expanded slider content must include: Play, Pause, Mute (and/or volume control to 0)	Ad unit content must be clearly distinguishable from normal Webpage content	Minimum 5 business days before campaign start to Publisher, 10 days to Rich Media Vendor	Example: http://www.iab.net/risingstars#6 Style Guide: http://www.iab.net/media/file/IAB_Slider_Specs_Final.pdf

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Max Additional Initial File Load Size for OBA	Subsequent Max Polite File Load Size	Subsequent Max User-Initiated File Load Size	Max Video & Animation Frame Rate	Animation Length	Audio Initiation	Minimum Required Controls	Labeling Requirements, Font Size, etc.	Submission Lead-Time	Implementation Notes & Best Practices
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Rising Stars Display Ad Units	Billboard	970x250	This ad unit collapses to "Show Ad" text with icon (or 88x31 image), or "Show Ad" text/icon with residual branding in 62x88 px or 196x31 px image See style guide for more details	60 KB	5 KB	1 MB	1.5 MB for creative files 10 MB for non-YouTube served Video 10 MB total for creative & Video combined Streaming not allowed for this unit	24 FPS	30 seconds or less; unlimited with user interaction	Must be user-initiated (on click: mute/un-mute); default state is muted	Close X collapses ad 100% when clicked, with "show ad" button available that expands ad upon click Video must include: Play, Pause, Mute (and/or volume control to 0)	Ad unit content must be clearly distinguishable from normal Webpage content	Minimum 5 business days before campaign start to Publisher, 10 days to Rich Media Vendor	Example: http://www.iab.net/risingstars#1 Style Guide: http://www.iab.net/media/file/IAB_Billboard_Style_Guide.pdf
	Pushdown	970x90	970x415	60 KB	5 KB	100 Ko	2.2 MB; unlimited if streaming	24 FPS	30 seconds or less; unlimited with user interaction	Must be user-initiated (on click: mute/un-mute); default state is muted	Close button on expanded pushdown, initiated by click Uninitiated expanded panel closes automatically and collapsed ad provides expand button that can be initiated with a click Video must include: Play, Pause, Mute (and/or volume control to 0) Other controls dependent on modules used. See style guide for control details, styles and specifications	Ad unit content must be clearly distinguishable from normal Webpage content and framed within 15 px border width Logo max WxH: 239x68 px or 239x46 with brand copy height = 22 px below logo Logo location: top left (15 px from each edge)	Minimum 5 business days before campaign start to Publisher, 10 days to Rich Media Vendor	Example: http://www.iab.net/risingstars#4 Style Guide: http://www.iab.net/media/file/IAB_970x90_style_guide_v2.pdf
	Sidekick	300x250 300x600 970x250	970x550	60 KB	5 KB	100 Ko	2.2 MB; unlimited if streaming	24 FPS	30 seconds or less; unlimited with user interaction	Must be user-initiated (on click: mute/un-mute); default state is muted	Close X on expanded Sidekick that closes and returns user to publisher page content User-initiated expand control in the in-page display unit "slides" page content to the left Video must include: Play, Pause, Mute (and/or volume control to 0)	Ad unit content must be clearly distinguishable from normal Webpage content	Minimum 5 business days before campaign start to Publisher, 10 days to Rich Media Vendor	Example: http://www.iab.net/risingstars#5 Style Guide: http://www.iab.net/media/file/IAB_Sidekick_Style_Guide.pdf

Rising Stars Examples: <http://www.iab.net/risingstars>

Term	Definition
AdOperations	Refers to processes and systems that support the sale and delivery of online advertising. More specifically this is the workflow processes and software systems that are used to sell, input, serve, target and report on the performance of online ads.
Adoperations Manager	Can be made up of many different roles such as ad schedulers (also called “ad ops coordinators”, “ad campaign managers” or “ad traffickers”), billing personnel, inventory management, yield management, vendor management and technical operations.
Adserver	The delivery of ads by a server to an end user's computer on which the ads are then displayed by a browser. Ad serving is normally performed either by a Web publisher or by a third-party ad server.
Animation	A programmatically generated display of sequential images, creating the illusion that objects in the image are moving. Not digital Video, as it relates to this document (see below for digital Video).
Audio	The audible file that accompanies ads. Advertising audio should never play without user-initiation.
Avi	Audio Video Interleaved (also Audio Video Interleave), known by its initials AVI, is a multimedia container format introduced by Microsoft in November 1992 as part of its Video for Windows technology. AVI files can contain both audio and video data in a file container that allows synchronous audio-with-video playback.
Banner	Also known as “Display ads”, banner advertisements are a form of graphical ads embedded into a Webpage, typically including a combination of static/animated images, text and/or Video, designed to convey a marketing message and/or cause the user to take an action. Banner dimensions are typically defined by width and height, represented in pixels.
Byte	A unit of digital information in computing and telecommunications that most commonly consists of eight bits. Historically, a byte was the number of bits used to encode a single character of text in a computer and for this reason it is the basic addressable element in many computer architectures.
Campaign	The advertising period in which a given marketing strategy is to be executed.
Click	An interaction between a Website visitor and the browser in which the Website visitor uses a device, such as a mouse, to move the cursor (or pointer) to an active area on the screen and then deliberately interacts with that area by clicking a button on their device, triggering an event. In the case of touch-screen devices, the user “clicks” by touching the active area with their finger or a stylus.
Clickcommand	A click command is a DoubleClick term also called tracking url / click Tracker and it's used in order to count the clicks. A click tracking method used in Flash banner Ads. It is supported by every major ad server.
ClickTAG	You need to insert a transparent button into the top-most layer of your Flash banner. Then you assign the button an action with some special ActionScript code that is designed to accept a click-tracking redirect URL as a parameter. Your button then uses that redirect URL as its link rather than having a direct link embedded inside the code.
Close X	A creative control that enables a user to close an ad (remove it from view), or to reduce an expanded panel back to its original size.
Codec	A codec is a device or computer program capable of encoding or decoding a digital data stream or signal
Collapse	An event where the expanded panel of an expandable ad reduces to its original size, or disappears completely.
Container - Flash	A SWF container is a small size file that loads the actual Flash banner which is an heavier file.
Controls	Active elements of an ad that enable a user to control the advertising experience. Examples of common controls include the “Close X” button in an expandable ad or the Play/Pause/Mute buttons in a Video player.
Creative	An advertising unit created by an ad designer, in accordance with Publisher specifications and guidelines, for the purpose of communicating a marketing message to that Publisher's audience. One creative may consist of multiple files in various formats, such as standard images, animation, Video, execution files (.html, .js, etc.), and other files that work together for an interactive experience.
Creative Dimensions	Measured in pixels, the width and height of an ad unit (WxH). The width is always the first dimension listed, followed by the height dimension (i.e. an ad that is 350x200 is 350 pixels wide by 200 pixels high).
Cursor	The graphical representation of a “pointer” on a user screen, controlled by the user's interaction with controlling devices such as a mouse, mouse pad, stylus or other input hardware.
Discrepancy	The difference in campaign reporting numbers for key measurements such as impressions and clicks between multiple adservers.
Expandable Ads	Rich Media ads that can be enlarged to dimensions beyond the initial dimensions of the placement they fill on the Webpage. The user initiates expanding events, sometimes after the ad initially expands briefly on its own to catch the user's attention.
Expanded Dimensions	The secondary dimension of an expanding ad unit, after the ad is expanded(E.g. 728 x 400). Initial dimensions are fit to the dimension of the placement (E.g. 728 x 90). Then, either by auto-play or by user interaction, the ad unit expands to its secondary dimension.
Flash	Software developed by Adobe used to build, generate, and play animated files. Also used to define the creative files generated by the program.
Flv	Flash Video is a container file format used to deliver video over the Internet using Adobe Flash Player versions 6–11. Flash Video content may also be embedded within SWF files.

FPS	FPS is an acronym for Frames Per Second, the metric used to indicate the frame rate of animated or Video creative content.
Frame Rate	The rate at which Video frames or animated images display as the Video or animated file executes, measured as the number of frames per second (fps).
H264/AAC	is a standard for video compression, and is currently one of the most commonly used formats for the recording, compression, and distribution of high definition video.
HTML5	HTML5 is a markup language for structuring and presenting content for the World Wide Web and a core technology of the Internet. It is the fifth revision of the HTML standard (created in 1990 and standardized as HTML4 as of 1997)[2] and, as of December 2012, is a W3C Candidate Recommendation.
Initial File Downloads	The size of the creative file(s) for an ad, measured in KB or MB, that load along with (inline with) the Webpage files that load when a user first initiates a page load. The initial file load size of an ad is limited in order to preserve the page load performance and thus the user's web browsing experience.
Kilobyte (KB)	A multiple of the unit 'byte' for digital information, used to quantify computer memory or storage capacity equal to a 1,000 bytes (or technically, $2^{10} = 1,024$ bytes). For the purposes of this document, this measure relates to creative file size. (See definition for Byte)
Megabyte (MB)	A multiple of the unit 'byte' for digital information, used to quantify computer memory or storage capacity equal to 1,000 kilobytes (or technically, $2^{20} = 1,048,576$ bytes). For the purposes of this document, this measure relates to creative file size. (See definition for Byte)
MMA	Mobile Marketing Association.
Mouse-off	The act of a user moving the cursor away (off) from the hot spot of an ad. Mouse-off by a user may trigger an event, such as collapsing an expanding panel or stopping any animation in progress.
Mouse-over	The act of a user moving the cursor and resting it on the hot spot of an ad for at least one second. Mouse-over may trigger an event such as expanding the ad or initiating an animated sequence within the ad. Mouse-over may NOT initiate audio play.
Mov	Filename extension for the QuickTime multimedia file format.
Mpeg2/Mpeg4/mp4	MPEG-X is a standard for lossy compression of video and audio. Various extension are based concerning this compression.
OBA	Acronym for Online Behavioral Advertising. The collection of data from a particular computer or device regarding Web viewing behaviors over time and across non-affiliate Websites for the purpose of using such data to predict user preferences or interests to deliver advertising to that computer or device based on the preferences or interests inferred from such Web viewing behaviors. Online Behavioral Advertising does not include the activities of First Parties, Ad Delivery or Ad Reporting, or contextual advertising (i.e. advertising based on the content of the Web page being visited, a consumer's current visit to a Web page, or a search query).
Overlay	An ad unit that displays over the Webpage content briefly when initiated.
Pause	A Video, animation or audio control that enables users to stop the Video, animation, or audio from playing until the user is ready to resume play.
Pixel (as a unit of measure)	The smallest unit of measure for graphical elements in digital imagery and used as the standard unit of measure for ad creative (i.e. 350x200 pixels). Pixels may also represent x/y coordinates relevant to a given space, such as the browser window, an application workspace or the user's computer screen. (See also "Tracking Pixel")
Play	A Video, animation or audio control that enables a user to initiate (or avoid initiating) the Video, animation or audio of an ad.
Polite file load	Withholding a portion of the total ad creative file size (besides any initial file load size) from loading on a page until Publisher content has loaded.
Retraction	An event programmed into an expandable ad that causes the ad to be reduced to its original dimensions (i.e. the expanded portion of the ad retracts).
Rich media Ads	Rich media is an Internet advertising term for a Web page ad that uses advanced technology such as streaming video , Audio, downloaded applet's (programs) that interact instantly with the user, and many more.
Rich media Adserver	The delivery of Rich media ads by a Rich Media server to an end user's computer on which the ads are then displayed by a browser. The Rich Media Adserver uses advanced technology such as Video streaming , Audio, downloaded applet's (programs) that interact instantly with the user, and many more.
Rising Stars	Rising Stars display ad units were selected from a pool of 36 innovative submissions by a cross-disciplinary group that included agency creative directors, media executives, publishers and ad operations specialists, who judged the ad formats for their potential to drive brand equity at scale. This program is a core component of "Reimagining Interactive Advertising," a top IAB initiative. more infos here http://www.iab.net/risingstars
Rollover	The willful pause of the user's cursor on the target portion of the creative (the "hot spot"), such pause lasting at least one second in duration, before an action may be initiated by the ad (i.e. trigger an expand event, etc.). This one-second pause/delay requirement prevents unwanted, user-initiated actions and false reporting of user engagement.
Silverlight	Microsoft Silverlight is an application framework for writing and running rich Internet applications, with features and purposes similar to those of Adobe Flash.
Standard Ad Units	A set of ad specifications for standard image or animated in-page ad units that establish a framework for advertising inventory and Webpage design.
Stop	A Video, animation or audio control that enables users to stop the Video, animation, or audio from playing until the user is ready to resume play.
Streaming Video	A distribution method for serving Video files such that the Video is played over a persistent connection between the browser and the ad server. Versions of the file at different levels of compression (quality) can be served based on detection of the user's Internet bandwidth.
SWF	Acronym for Shockwave Flash. ".swf" is the file naming extension used for animated files compiled using Adobe Flash software.
Third Party Adserver	The technology used to deliver creative assets from one adserver into another, allowing advertisers to track the performance of the campaigns and recording impressions and clicks amongst other campaign metrics.

Third Party redirect	A third-party redirect is the ad serving process used when the creative for the selected ad is located on a third-party server. The ad server receives an ad request, chooses the appropriate ad, counts an impression, and then redirects the request to the server that hosts the ad's creative. The third-party media server then counts an impression and serves the creative.
TPS tags	Third Party Served Tags.
Tracking Pixel	A 1x1 pixel-sized transparent image that provides information about an ad's placement. In many cases, a tracking pixel is used to notify an ad tracking system that either an ad has been served (or not served, in some cases) or that a specific Webpage has been accessed. Also known as: beacon, web beacon, action tag, redirect, etc.
Universal Ad Package (UAP)	A set of four ad units (728x90, 300x250, 160x600 and 180x150 pixels) offered by UAP-compliant publishers as a 'package' where ads in in these four formats are used collectively across the publisher's site, enabling advertisers to reach more of the publisher's audience.
User	An anonymous person who uses a Web browser to access Internet Web content.
User-Initiation	The willful act of a user to engage with an ad. Users may interact by clicking on the ad, and/or rolling over an ad (or a portion of an ad). When a user engages the ad using a rollover action, the user's cursor must rest on the hotspot for at least one second before any action may be initiated in the ad. See the definition for rollover for more information.
VAST	The IAB Video Ad-Serving Template (VAST) enables a seamless exchange of Video ads across multiple Video player platforms by using a common format for Video ad responses. It enables Publishers to accept ads from multiple Advertisers, and allows Advertisers to use the same ad across multiple Publishers. VAST ads can be delivered to any VAST-compliant player without compatibility concerns. See: http://www.iab.net/vast
Volume	A control that enables users to adjust the audio output of ad creative. Volume controls should always allow adjustment down to zero (0) output.
Wmv	Windows Media Video (WMV) is a video compression format for several proprietary codecs developed by Microsoft.
Xap	XAP is the file format for Silverlight applications.