

DISPLAY REQUIREMENTS

File Size	Accepted Formats	Sizes	Animation	General Requirements
<ul style="list-style-type: none"> • 150KB max initial • 2.2MB Total • Backup image 40KB Max must be included • Third party ad tags can be used to deliver files 	<ul style="list-style-type: none"> • Image: JPEG, PNG, GIF • Backup Image must be static • HTML5: HTML, CSS, JS, JPEG, PNG, and GIF 	<ul style="list-style-type: none"> • 120x600 • 160x600 • 728x90 • 468x60 • 300x250 • 300x600 • 180 x 150 • Please enquire about all other sizes (subject to availability) 	<ul style="list-style-type: none"> • 15 seconds recommended (Looping 3 times) • 30 seconds maximum (Looping 3 times) • Max user-initiated play (click required): 4 minutes • Frame rate: 24fps max 	<ul style="list-style-type: none"> • Third party ad tags accepted from all major ad servers • Border: that is a different colour to the main body of the ad • Landing Page: must relate to the product and brand represented in the creative • Looping no more than 3 times • Total animation length (including all looping) should be 30 seconds or under • If The Exchange Lab is hosting the creative, please include impression and click trackers

BEST PRACTICE

HTML5

To ensure continued reach across all modern browsers and device types, The Exchange Lab recommends building all creative using HTML5.

Any creative built using HTML5 must comply with the IAB standard guidelines <http://www.iab.net/html5> as well as those listed below.

HTML5 Guidelines

- × The primary asset of your HTML5 creative is the HTML file. This is the entry point for your creative. It must be a complete HTML document that includes at least one click tag and can load into an iFrame. DCM serves the iFrame along with your assets.
- × Other files: Include any other files that are referenced by the HTML file.
- × Do not include any files that are not referenced.
- × Supported file types: HTML, HTM, JS, CSS, JPG, JPEG, GIF, PNG, JSON, XML, and SVG
- × All vendor technologies must be certified in HTML5
- × Include one or more click tags in your HTML file. Click tags allow The Exchange Lab ad server to pass a click-through URL to the creative and track clicks
- × Make sure your banner uses the click tag variable as the click destination
- × We do not recommend hard-coded click-through URLs in your HTML file because that prevents DCM from tracking clicks
- × Please ensure a backup image is provided (JPEG or GIF, non-animated, 40KB max)
- × Any 3PAS which delivers a file size over 150KB must use initial/polite loading. The initial max load is 150KB and the total max load (including polite) is 2.2MB

Example of a click tag inserted in an HTML doc

```
<html>
<head>
<meta name="ad.size" content="width=300,height=250">
<script type="text/javascript">
var clickTag = "http://www.google.com"; </script>
</head>
[The rest of your creative code goes here.] </html>
```

Ensure your creative uses the click tag variable as the click-through URL:

```
<a href="javascript:window.open(window.clickTag)">

</a>
```

Banned Attributes

- × Fake links/cursors/simulation of activity
- × Auto initiated audio ads: ads that auto play an audio file upon loading without user initiation
- × Rollovers to initiate audio, video or animation
- × Malware: software that is intended to damage or disable computers and computer systems
- × Undeclared landing pages: landing pages that do not match the advertised content on the banner
- × Misleading ads
- × Ads that automatically redirect a user to a different page upon loading without user initiation

SSL Compliance

- × All elements of your tags and tracking should be SSL compliant, this includes any 4th party calls
- × Tags/URLs that are non-SSL will not be eligible to run on secure inventory (HTTPS) and will greatly impact campaign performance and reach
- × Currently 50% of Google ADX inventory requires a secure creative. From June 30th 2015 the requirement is that all creative must be secure
- × For more information on SSL compliance please contact your Exchange Lab account manager

Naming Conventions:

Please ensure that third party tags have the following within the placement naming conventions:

- × A campaign and/or product name (e.g. ALWAYS ON, WINTER SALE, 2WEEK OFFER)
- × Tag set version number (e.g. Tag1, T1, Placement1, P1)
- × No duplication of placement names across tag sets

Approved Ad Serving Partners:

The Exchange Lab supports all major Ad Serving Vendors including Adform, Atlas, Eye Return, Flash Talking, Sizmek, Pointroll and OpenX and all video ad servers that are VAST 2.0 compliant.

Third Party Tags File Format

Please send your third party tags in CSV format wherever possible. They should include both iFrame and JavaScript versions of the tag with all placeholders for macros included (click and random number).

Creative Feedback

We will provide initial feedback on any issues with creative within 1 working day. We will then follow up with any further feedback we receive from our platforms which can take up to 24 hours.

4th Party calls:

Please ensure that all 4th party calls are approved compliant with Google's approved vendor certification. See further details: <https://support.google.com/3pascertification/table/4572577>

MOBILE REQUIREMENTS

Accepted Formats	File Size Limit	Sizes	Type	Animation	General Requirements
<ul style="list-style-type: none"> • GIF • JPG • PNG • Third party ad tags accepted 	15 KB	320x50	<ul style="list-style-type: none"> • Smartphone • Smartphone interstitial • Tablet • Tablet interstitial 	<ul style="list-style-type: none"> • 15 Seconds 	<ul style="list-style-type: none"> • Floating or pop-up creative are not accepted • 1x1 border that is a different colour to the main body of the ad • Landing page: must relate to the product and brand represented in the creative • If The Exchange Lab is hosting the creative, please include impression and click trackers • Please speak to your Exchange Lab account manager if you are using an app tracking partner, such as <i>Flurry</i> or <i>Has Offers</i> to discuss supported platforms
	60 KB	300x250			
	7 KB	300x50			
	60 KB	120x600			
	60 KB	728x90			
	50 KB	160x600			
	50 KB	480 x 320			
	50 KB	320 x 480			
	60 KB	428 x 320			
	60 KB	320 x 428			
	60 KB	300 x 250			
	200 KB	1024 x 768			
	90 KB	1024 x 90			
	60 KB	120 x 600			
	60 KB	728 x 90			
	50 KB	160 x 600			
	20 KB	468 x 60			
60 KB	320 x 480				
60 KB	480 x 320				
200 KB	768 x 1024				
200 KB	1024 x 768				

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- × Please ensure a backup image is provided (JPEG or GIF, non-animated, 40KB max)
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Ensure your creative uses the click tag variable as the click-through URL:

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<a href="javascript:window.open(window.clickTag)">

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- × Malware: software that is intended to damage or disable computers and computer systems
- × Undeclared landing pages: landing pages that do not match the advertised content on the banner
- × Misleading ads
- × Ads that automatically redirect a user to a different page upon loading without user initiation

SSL Compliance

- × Impression trackers should be SSL compliant
- × Tags/URLs not received as SSL compliant will not be eligible to run on secure inventory (HTTPS)
- × For more information on SSL compliance please contact your Exchange Lab account manager

Naming conventions:

Please ensure that impressions and click trackers have the following within the placement naming convention

- × A campaign and/or product name (e.g. ALWAYS ON, WINTER SALE, 2WEEK OFFER)
- × Set version number (e.g. Tag1, T1, Placement1, P1)
- × No duplication of names across the sets

Approved Ad Serving partners:

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Creative Feedback

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MOBILE PRE-ROLL

Device Type	Sizes	Max Weight (KB)	Duration (Seconds)	Format
<ul style="list-style-type: none"> Smartphone 	<ul style="list-style-type: none"> 640 x 360 	<ul style="list-style-type: none"> 300 MB 	<ul style="list-style-type: none"> 15 seconds recommended 60 seconds maximum 	<ul style="list-style-type: none"> MP4 VAST tags 200-400 KBPS (no wrapper)
<ul style="list-style-type: none"> Tablet 	<ul style="list-style-type: none"> 728 x 90 (click to full expansion) 	<ul style="list-style-type: none"> 10KB file size per panel 	<ul style="list-style-type: none"> 15 seconds maximum 	<ul style="list-style-type: none"> Video format (within expansion panel: true streaming (progressive download on user click only)

FACEBOOK REQUIREMENTS

File Size	Accepted Formats	Sizes	Creative Elements	General	Aspect Ratio
<ul style="list-style-type: none"> • 50KB recommended • 500KB max 	<ul style="list-style-type: none"> • GIF • JPEG • PNG • Static image only 	<ul style="list-style-type: none"> • Right Hand Side <ul style="list-style-type: none"> ○ 254x133 ○ Also accepted: 600x315 & 1200x627 • News Feed <ul style="list-style-type: none"> ○ 600x315 ○ Also accepted: 200x200 & 1200x627 	<ul style="list-style-type: none"> • Right Hand Side: Image: 500KB max Title: 25 Characters Body: 90 Characters Characters limit includes spaces • Newsfeed: Image: 500KB max Title: 55 Characters Body: 145 Characters Message: 500 Characters Click URL: 1024 Characters Characters limit includes spaces 	<ul style="list-style-type: none"> • Characters must not start with a special character such as “£” or “\$” GIF, JPG, PNG • Desired landing page (cannot link to Facebook pages; must link to pages away from Facebook) • Impression tracker (secure) • Text within the image must be less than 20% of the total creative design 	<ul style="list-style-type: none"> • Consistent aspect ratio: 1.91:1

BEST PRACTICE

Page Permissions

The Exchange Lab needs to be granted access to the Advertiser Facebook page for the following platforms;

1. AppNexus
2. DoubleClick Bid Manager
3. MediaMath
4. The Trade Desk

In order to do this, please follow the below steps:

5. Provide The Exchange Lab with the following;
 - a. Facebook URL
 - b. Full Advertiser name (e.g. Coca-Cola Enterprises Ltd)
 - c. Full Advertiser Address and Postcode
 - d. Facebook Page ID
6. The Facebook page administrator will then have different actions depending on the DSP requested by The Exchange Lab team.
 - a. DBM
 - i. Enter the platform email to setup the page role and select 'Advertiser'
 - ii. Enter dbm-for-fbx@google.com as an email and choose 'Advertiser Page Role'
 - b. The Trade Desk, MediaMath and AppNexus
 - i. Receive notifications from each DSP requesting access to the Advertiser Facebook page. It may take up to 48 hours to receive the notification
 - ii. Within the Advertiser Page Settings in Facebook, under the Page Roles Tab, the page admin should see a request from the DSPs for 'Analyst and Advertiser Roles' (Please see Facebook help centre 'Ad Accounts and Permissions' page for more information)
 - iii. The page administrator should then click on 'Respond to Request'
 - iv. The administrator must select 'Give The Trade Desk access to my page'
 - v. The page administrator must then 'Approve Request'

SSL Compliance

- × All elements of your tags and tracking must be SSL compliant, this includes any 4th party calls
- × For more information on SSL compliance please contact your Exchange Lab account manager

Naming Conventions:

Please ensure that third party tags have the following within the placement naming convention

- × A campaign and/or product name (e.g. ALWAYS ON, WINTER SALE, 2WEEK OFFER)
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- × No duplication of placement names across tag sets

Approved Ad Serving Partners:

Impression and click tracking URLs from all major ad serving vendors are supported. This includes Adform, Atlas, Eye Return, Flash Talking, Mediamind, Mediaplex and OpenX.

Creative Feedback

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NATIVE REQUIREMENTS

File Size Limit	Accepted Formats	Image	Logo	Image Heading	Image Copy	Click Redirect	Trafficking Template
<ul style="list-style-type: none"> Under 40KB 	<ul style="list-style-type: none"> JPEG (Preferred) PNG 	<p>Standard</p> <ul style="list-style-type: none"> 300x300 min 1200x1200 max <p>MSN</p> <ul style="list-style-type: none"> 800x1200 72DPI 	<ul style="list-style-type: none"> Standard 300x300 MSN 300x600 No text other than brand logo PNG formatted image with transparent background Two logo versions: light and dark (if possible) 	<p>Standard</p> <ul style="list-style-type: none"> 25 characters or less <p>MSN</p> <ul style="list-style-type: none"> 150 Characters or less 	<p>Standard</p> <ul style="list-style-type: none"> 200 character limit <p>MSN</p> <ul style="list-style-type: none"> 300 Character limit 	<ul style="list-style-type: none"> Click through URL: desired final landing page experience for user 3rd party click tracking URL 3rd party impression pixels Please provide tag trafficking worksheet in excel format 	<ul style="list-style-type: none"> Please supply all creative and tracking assets within the creative trafficking template provided

BEST PRACTICE

Image

- × Products set in a real environment perform better than products in insolation
- × No text in the image
- × Please do not apply the logo on the image, TripleLift will programmatically overlay this
- × Unless it is an intentional close up of the image, do no crop. The Exchange Lab will adjust for the most flattering resizing and cropping based on focal regions

SSL Compliance

- × Impression trackers should be SSL compliant
- × For more information on SSL compliance please contact your Exchange Lab account manager

Naming Conventions:

Please ensure that impressions and click trackers have the following within the placement naming convention

- × A campaign and/or product name (e.g. ALWAYS ON, WINTERSALE, 2WEEKOFFER)
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OUTLOOK REQUIREMENTS

File Size	Accepted Formats	Sizes	Max Animation	General Requirements
<p>VersaTile: 40KB</p> <p>160x600 Sky: 40KB initial 100KB total</p> <ul style="list-style-type: none"> Backup Image: 40KB Max 	<ul style="list-style-type: none"> HTML5 Image supplied GIF JPEG PNG 	<ul style="list-style-type: none"> 100x72 VersaTile (Static Image) Must be received as GIF, JPEG or PNG 160x600 HTML5 or Image Can be received as raw file with or TPAS tags 	<ul style="list-style-type: none"> 15 seconds 	<ul style="list-style-type: none"> For 100x72 the creative must be received as a static image file and include a Headline (25 Characters including spaces) and Description (90 Characters, including psaces) Third party ad tags accepted from all major Ad servers Border: that is a different colour to the main body of the ad Landing Page: must relate to the product and brand represented in the creative Looping no more than 3 times

BEST PRACTICE

HTML5

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- × Other files: Include any other files that are referenced by the HTML file.
- × Do not include any files that are not referenced.
- × Supported file types: HTML, HTM, JS, CSS, JPG, JPEG, GIF, PNG, JSON, XML, and SVG
- × All vendor technologies must be certified in HTML5
- × Include one or more click tags in your HTML file. Click tags allow The Exchange Lab ad server to pass a click-through URL to the creative and track clicks
- × Make sure your banner uses the click tag variable as the click destination
- × We do not recommend hard-coded click-through URLs in your HTML file because that prevents DCM from tracking clicks
- × Please ensure a backup image is provided (JPEG or GIF, non-animated, 40KB max)
- × Any 3PAS which delivers a file size over 150KB must use initial/polite loading. The initial max load is 150KB and the total max load (including polite) is 2.2MB

Example of a Click tag inserted in an HTML doc

```
<html>
<head>
<meta name="ad.size" content="width=300,height=250">
<script type="text/javascript">
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[The rest of your creative code goes here.] </html>
```

Ensure your creative uses the click tag variable as the click-through URL:

```
<a href="javascript:window.open(window.clickTag)">

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```

Banned Attributes

- × Fake links/cursors/simulation of activity
- × Auto initiated audio ads: ads that auto play an audio file upon loading without user initiation
- × Malware: software that is intended to damage or disable computers and computer systems
- × Undeclared landing pages: landing pages that do not match the advertised content on the banner
- × Misleading ads
- × Ads that automatically redirect a user to a different page upon loading without user initiation

The Headline Must Not:

- × Contain newline characters
- × Include 2 consecutive punctuation marks
- × Consist entirely of capital letters
- × Start with punctuation
- × Include double spaces
- × Include more than 2 consecutive 1 character words
- × Include special characters like <>*\^~_={}[]|<>

The Description Must Not:

- × Contain any word having more than 20 characters
- × Include 2 consecutive punctuation marks
- × Consist entirely of capital letters
- × Start with punctuation
- × Include double spaces
- × Include more than 2 consecutive 1 character words
- × Include special characters like: <>*\^~_={}[]|<>

SSL Compliance

- × All elements of your tags and tracking must be SSL compliant, this includes any 4th party calls

Naming Conventions:

Please ensure that third party tags have the following within the placement naming convention

- × A campaign and/or product name (e.g. ALWAYS ON, WINTER SALE, 2WEEK OFFER)
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- × No duplication of placement names across tag sets

(More on next page)

Approved Ad Serving Partners:

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Third Party Tags File Format

Please send your third party tags in CSV format wherever possible. They should include both iFrame and JavaScript versions of the tag with all placeholders for macros included (click and random number).

Creative Feedback

We will provide initial feedback on any issues with creative within one working day. We will then follow up with any further feedback we receive from our platforms which can take up to 24 hours.

RICH MEDIA REQUIREMENTS (DISPLAY & MOBILE)

Unit Sizes	Expansion Direction	Expand	Formats	Max File Size	Max Per Panel	General	Required Controls	Animation
<ul style="list-style-type: none"> 728x90 to 728x270 468x60 to 468x180 	<ul style="list-style-type: none"> Up or down 					<ul style="list-style-type: none"> Must expand down, left, or down and left. No other directions or combinations of directions are allowed 		
<ul style="list-style-type: none"> 120x600 to 240x600 200x200 to 400x200 250x250 to 500x250 336x280 to 672x280 160x600 to 320x600 300x250 to 600x250 300x600 to 600x600 Expandable ads currently depend on use of JavaScript tags. Iframe tags cannot be used 	<ul style="list-style-type: none"> Left or right 	<ul style="list-style-type: none"> One click only 	<ul style="list-style-type: none"> HTML5 MRAID 	<ul style="list-style-type: none"> 150KB initial 2.2MB total Backup image 40KB 	<ul style="list-style-type: none"> 200KB 	<ul style="list-style-type: none"> User-initiated expand: May expand on-click or on-hover Display creative may expand up to 2 times its original size Mobile/Tablet may expand to full screen Visible border Audio and expand must be user-initiated 	<ul style="list-style-type: none"> Creative must close on click or mouse off. Must contain a prominent close "X" in 16 point font or larger, in the corner of the creative Audio should be user-initiated on click only 	<ul style="list-style-type: none"> Animation length is 15 seconds max Video length is 30 seconds max Auto-play video length is 15 seconds (rollover or click-to-expand) The maximum auto expansion cycle is 3 seconds Re-looping must be user-initiated

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4th Party Calls:

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SKYPE REQUIREMENTS

File Size	Accepted Formats	Sizes	Max Animation	General Requirements
<ul style="list-style-type: none"> • 40KB Initial • 400KB Total • 2.2MB Progressive Video Streaming • Third party ad tags can be used to deliver files 	<ul style="list-style-type: none"> • Image: JPEG, PNG, GIF • HTML5: HTML, CSS, JS, JPEG, PNG, and GIF 	<ul style="list-style-type: none"> • 234x60 (UK only) • 728x90 • 300x250 • 300x600 	<ul style="list-style-type: none"> • 15 seconds max • 30 seconds Video streaming 	<ul style="list-style-type: none"> • Third party ad tags accepted from all major ad servers • Border: that is a different colour to the main body of the ad • Landing page: must relate to the product and brand represented in the creative • Looping no more 3 times • Total animation length (including all looping) should be 30 seconds or under • If The Exchange Lab is hosting the creative, please include impression and click trackers

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- × Misleading ads
- × Ads that automatically redirect a user to a different page upon loading without user initiation

SSL Compliance

- × Please ensure all elements of your tags and tracking is SSL compliant, this includes any 4th party calls
- × Tags/URLs not received as SSL compliant will not be eligible to run on secure inventory (HTTPS)
- × For more information on SSL compliance please contact your Exchange Lab account manager

Naming Conventions:

Please ensure that third party tags have the following within the placement naming convention

- × A campaign and/or product name (e.g. ALWAYS ON, WINTER SALE, 2WEEK OFFER)
- × Tag set version number (e.g. Tag1, T1, Placement1, P1)
- × No duplication of placement names across tag sets

Approved Ad Serving Partners:

The Exchange Lab supports all major Ad Serving Vendors including Adform, Atlas, Eye Return, Flash Talking, Sizmek, Pointroll and OpenX and all video ad servers that are VAST 2.0 compliant.

Third Party Tags File Format

Please send your third party tags in CSV format wherever possible. They should include both iFrame and JavaScript versions of the tag with all placeholders for macros included (click and random number).

Creative Feedback

We will provide initial feedback on any issues with creative within 1 working day. We will then follow up with any further feedback we receive from our platforms which can take up to 24 hours.

VIDEO REQUIREMENTS

File Size	Formats	Ratio / Compression / FPS	Unit Size	Video Length	Inventory Type
<ul style="list-style-type: none"> ○ 10MB Recommended ○ 60MB Maximum 	<ul style="list-style-type: none"> ○ Formats supported: <ul style="list-style-type: none"> ○ MPEG2 ○ QuickTime ○ WMV ○ MOV ○ FLV ○ WMF ○ MP5 ○ WEBM ○ VAST 2.0. Tag must include: <ul style="list-style-type: none"> ○ H.264 (MP4) ○ Flash Video (FLV.) ○ Other formats may be included but will not be used ○ WebM is recommended, but not required 	<ul style="list-style-type: none"> ○ Display Aspect Ratio: 16:9, 4:3, 5:2 ○ Video compression: Any native QuickTime, AVID, or Media 100 including MPEG-2 and H.264 Animation ○ Bit rate: 1200 kbps or better ○ 24-25 or 29-30 	<ul style="list-style-type: none"> ○ 400x300 or larger ○ Overlay can be any size, but no bigger than 1/5 of the video player 	<ul style="list-style-type: none"> ○ Video length: 15 or 30 seconds ○ YouTube will give all users the option to skip 30 second ads 	<ul style="list-style-type: none"> ○ Pre Roll ○ Mid Roll ○ Post Roll

BEST PRACTICE

Companion Banners

- × Companion banners are served alongside the pre-roll ad and can help reinforce brand and message association
- × Static banners only (JPEG, GIF, IMG)
- × Under 40KB
- × Please see The Exchange Lab Display Requirements for further guidance
- × Banners should be sent as third party ad server tags or
- × Raw JPEG, GIF or IMG files with click tracking URL
- × 300×250: most common and recommended on all pre-roll ads
- × 300×60: recommended if running on YouTube sites
- × 728×90: scarce

Approved Ad Serving Partners:

The Exchange Lab supports all major ad serving vendors including Adform, Atlas, Eye Return, Flash Talking, Sizmek, Conversant, Pointroll and OpenX and all video ad servers that are VAST 2.0 compliant.

Banned Attributes

- × Fake links/cursors/simulation of activity
- × Auto initiated audio ads: ads that auto play an audio file upon loading without user initiation
- × Malware: software that is intended to damage or disable computers and computer systems
- × Undeclared landing pages: landing pages that do not match the advertised content on the banner
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4th Party Calls:

Please ensure that all 4th party calls are approved compliant with Google's approved vendor certification <https://support.google.com/3pascertification/table/4572577>

