

THIRD PARTY AD SERVING – CREATIVE GUIDELINES

AD UNIT SPECIFICATIONS (THIRD PARTY AD SERVING):

Ad Unit	Size	Initial Load	Total Load
Skyscraper	120x600	50KB	2.20MB
Wide Skyscraper	160x600	50KB	2.20MB
Square	200x200	50KB	2.20MB
Large Square	250x250	50KB	2.20MB
Medium Rectangle	300x250	50KB	2.20MB
Large Rectangle	336x280	50KB	2.20MB
Full Banner	468x60	50KB	2.20MB
Leaderboard	728x90	50KB	2.20MB

*** Total load is inclusive of any user-initiated actions and/or video ***

TAG NAMING CONVENTIONS:

Tags with naming conventions that closely mirror the client's campaign(s) and/or ad group(s) in AdWords are highly encouraged.

FLASH:

- Flash versions 4-10 are accepted, but the version MUST be compatible with the 3rd party ad server being used.
- The destination URL cannot be hard-coded. A correctly coded creative uses a clickTag (in the top-most layer) in the ActionScript to pass in the click tracking string and the destination URL. Flash creatives must support Google click tracking.
- It is highly encouraged that the entire ad unit be clickable. While there are no specific policies around creative hot spots, limited click areas may adversely affect the click-through rate of the creative in question.

*** Please follow the instructions provided by your third party ad server regarding the implementation of the clickTag ***

3RD PARTY CREATIVE SPECIFICATIONS:

ClickTags:

- If third party ad serving, then you MUST follow the clickTag instructions for that particular vendor. Google's clickTAG conventions only take precedence over all others when the Flash creatives are being Google-hosted
- There's no limit around the total number of clickTags per creative as long as they all drive to the same second-level domain

Click Tracking:

- Creatives must support Google's click tracking. Where supported, all click events must be passed to Google

4th Party Calls:

- Ads may not call a 4th party domain without prior certification and approval from Google
- A list of currently certified vendors may be found at <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=94230>

Accepted Creative Formats:

- GIF/JPG/PNG/SWF

Animation Guidelines (Inclusive of Loops):

- Introductory Animation: 30 seconds maximum (w/o user interaction)
- Total Animation: Additional 3 minutes 30 seconds is allowed for user-initiated animations.

Audio Requirements:

- User-initiated on click only (ads may never play sound automatically)
- Users must have the option to mute/unmute all audio in the ad
- Audio volume must be encoded at no more than -12 db

Creative Borders:

- All creatives must contain a clearly defined border
 - Creatives with a solid black or white background must contain a border of a contrasting color
 - Creatives with a partial black or white background that reaches the edges of the ad and renders the edges or corners of the ad indistinguishable from the publisher content with the same colored background must have a border of a contrasting color
- Ads with animation/video that have solid black or white backgrounds reaching the edges running for longer than 10 seconds where all edges of the ad are not clearly distinguishable or which stop on a solid black or white background still image require a contrasting border

Destination URLs:

- There's a limit of one unique destination URL per tag. This CANNOT be hard-coded into the Flash file.
- If using multiple clickTags, then each clickTag must drive to the same second-level domain

Google Display Network Creative Specifications

- The following destination URLs would be **ALLOWED** within the same tag:
 - ClickTag1: www.advertiser.com
 - ClickTag2: www.advertiser.com/example
 - ClickTag3: www.example.advertiser.com
- The following destination URLs would **NOT BE ALLOWED** within the same tag:
 - ClickTag1: www.advertiser.com
 - ClickTag2: www.advertiser.example.com
 - ClickTag3: www.advertiserexample.com
- If the client would like to run creatives with differing second-level domains, then each URL will require its own unique tag
- Social Networking Sites Exception (Third Party Ad Serving Only)
 - We do allow clickTags w/ differing second-level domains for social networking sites (Facebook, Twitter, etc.) as long as they adhere to the two conditions below:
 - Limited presence on creative (cannot comprise more than 10% of the ad's total creative space)
 - All social networking links are clearly identified and labeled as such so that the user knows (before taking any action) that the link will drive to that property.

General Requirements:

- All ads must open in a new window using target=_blank parameter
- Ads may not have fake hyperlinks, resemble Windows/Unix/Mac dialog boxes, simulate fake interactivity or initiate downloads
- A clear link to the advertiser's privacy policy must be included on the ad itself when personally identifiable information (name, email address, telephone number, etc.) is collected
- Sensitive information **MAY NOT** be collected without prior approval from the Google policy team. Sensitive information includes, but is not limited to: sexual orientation, political affiliation, religious ideology, trade union status, financial status, health history, etc.
- We **DO NOT** allow downloads within a creative (includes PDF documents).
 - Exception: We permit in-banner PDF downloads for pharmaceutical clients due to strict FDA regulations, but the PDF may only contain disclaimer information for the advertised medicine and cannot contain any marketing materials.

Maximum Load (Initial):

- 50KB

Maximum Load (Total):

- 2.20MB

Video Guidelines:

- 30 second maximum for auto-play video / additional 3 minutes 30 seconds allowed on user interaction
- Audio must always be user-initiated (on click)
- Streaming and progressive video are allowed
- Video must contain stop/play and mute/unmute functionality
- Video may restart if audio is initiated after video start

3RD PARTY EXPANDABLE GUIDELINES:

Ad Unit Size	Maximum Expansion	Expansion Direction	Expand	Close
120x600	240x600	Left or right	On-click	On-click or mouseout
160x600	320x600	Left or right	On-click	On-click or mouseout
200x200	400x200	Left or right	On-click	On-click or mouseout
300x250	600x250	Left or right	On-click	On-click or mouseout
336x280	672x280	Left or right	On-click	On-click or mouseout
468x60	468x180	Up or down	On-click	On-click or mouseout
728x90	728x270	Up or down	On-click	On-click or mouseout

** Panels must contain a prominent Close "X" button in 16pt font or larger on the corner of the unit **

Additional Guidelines:

- Vendors currently certified to run expandable creatives on the Google Display Network (as of October 4th, 2011)
 - o DoubleClick
 - o EyeWonder
 - o Flashtalking
 - o Interpolls
 - o Linkstorm
 - o Mediamind/Eyeblander
 - o Mediaplex
 - o Pointroll
- All expandables must be built using the Google Expandable API. Please contact your rich media vendor for documentation on how to properly implement our API
- Ads must be built as a multi-directional expandable unit (MDE), designed to expand either left/right or up/down on-click. The ad may not expand in two directions at the same time.

GOOGLE-HOSTED FLASH ADS (CREATIVE GUIDELINES)

AD UNIT SPECIFICATIONS (GOOGLE-HOSTED FLASH ADS):

Ad Unit	Size	Total Load
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Google Display Network Creative Specifications

Skyscraper	120x600	50KB
Wide Skyscraper	160x600	50KB
Square	200x200	50KB
Large Square	250x250	50KB
Medium Rectangle	300x250	50KB
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GOOGLE-HOSTED FLASH CREATIVE SPECIFICATIONS:

ClickTags:

- All flash ads should support the clickTAG variable. The clickTAG is the tracking code assigned by Google to an individual ad.
 - On any click, Flash ads should redirect to the URL specified in the clickTAG argument; there should be no other redirection
 - The variable name MAY ONLY be spelled "clickTAG" (upper-case TAG; no space between click and TAG)

ClickTAG Parameter Code for ActionScript 2:

```
on (release) {
    if (clickTAG.substr(0,5) == "http:") {
        getURL(clickTAG, "_blank");
    }
}
```

ClickTAG Parameter Code for ActionScript 3:

```
import flash.events.MouseEvent;
import flash.net.URLRequest;
// .....
someButton_or_displayObject_to_receive_mouseClick.addEventListener(
    MouseEvent.CLICK,
    function(event: MouseEvent) : void {
        flash.net.navigateToURL(new URLRequest( root.loaderInfo.parameters.clickTAG), "_blank");
    }
);
```

- Replace *someButton_or_displayObject_to_receive_mouseClick* with the actual name of the button that will receive the click
- Please note that it's not necessary to specify the destination URL for the ad anywhere in this code as this is taken care of through the usage of clickTAG. Also, depending on the structure of your Flash ad, it may be necessary to append "_root." or "_level0.clickTAG".

Flash:

- Flash versions 4-10 are currently accepted. ActionScript versions 1-3 are allowed.

Frame Rate:

- Flash ads must have a frame rate no faster than 20fps

Important Considerations:

- No 4th party calls are allowed
- Total animation (including any loops) must be ≤ 30 seconds; no audio is permitted
- DoubleClick Motif (.mtf) files are not accepted

+1 Button (Site-Served Only)

- Technical Specifications:
 - Height: 24 pixels (exception - 15 pixels for 200x200 square, 468x60 leaderboard and 120x60 skyscraper units)
 - Width: The entire length of the ad (exception - 125 pixels for 468x60 leaderboard and 728x90 banner)
- Available Inventory:
 - Image / Dynamic Image (animated gifs)
 - Flash and Display Ad Builder ads on iFrame publishers only
 - JavaScript/XML publishers are not yet supported

ADDITIONAL RESOURCES:

Third-Party Ad Serving Policy:

<http://adwords.google.com/support/aw/bin/static.py?hl=en&topic=1310885&guide=1308259&page=guide.cs&answer=94230>

Google-Hosted Ads Policy:

Find your audience.

Control your costs.

Measure your results.

 Display Network  **Creative Specifications** 

<http://adwords.google.com/support/aw/bin/static.py?hl=en&page=guide.cs&guide=1308145&topic=1310862&answer=176108&rd=1>