DIGITAL
ADVERTISING SPECS

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AdvertisingAge

CREATIVITY

Ad Age | OVERVIEW

MATERIALS SUBMISSION

- Creative units must be submitted to your Digital Campaign Specialist a minimum of:
  -Standard Media: 3 business days prior to campaign launch.
  - Rich Media: 5 business days prior to campaign launch to enable thorough testing or campaign launch may be delayed.
  -Pre-Roll: 10 business days prior to campaign launch to enable thorough testing or campaign launch may be delayed.
- Send creative files attached, not embedded.
- Text ads must be sent formatted exactly how they are supposed to show. Crain Ad Ops does not format text ads.
- Linking URL - Linking URLs must be domain name based and cannot be the IP address (i.e., http://207.123.456.78).
- Send materials to: adops-adage@crain.com

BASIC .GIF AND .JPG

- Static .jpg and animated .gif files accepted.

STATIC ADS

- 15-second maximum OR 3 times looping maximum (5-seconds per loop).
- Creative with a white background must have a minimum of 1-pixel border to differentiate ad from editorial content.

RICH MEDIA

Rich media is defined as advertisements that users can interact with in a web page format (as opposed to simple animation without click through functionality). These advertisements can include sound, video. Rich media may appear in ad formats such as banners and buttons as well as transitionals and various over-the-page units such as floating ads, expandable/retractable units and tear-backs. Rich media also includes in-page and in-text digital video advertisements where the associated content is not streaming in a player environment.

Please contact your sales representative for submission guidelines relating to over-the-page units and video in-banner units. All expenses related to serving third party rich media ads will be the responsibility of the advertiser.

HTML5 ADS

HTML5 creative must be served through a 3rd party Rich media vendor such as Doubleclick or Pointroll. We cannot accept HTML5 assets to serve directly in our ad server.

Initial Load: asset files are immediately loaded when the ad tag is inserted in the page.

- Desktop (970x90, 300x600, 300x250): 150kb
- Tablet (728x90, 300x600, 300x250): 150kB
- Mobile (300x250, 300x50) (mWeb or In-App): 40kB

Politely Loaded: All of the creative's subsequent assets are loaded once the host webpage has completed loading.

- Desktop (970x90, 300x600, 300x250): 2MB
- Tablet (728x90, 300x600, 300x250):2MB
- Mobile (300x250, 300x50) (mWeb or In-App): 300kB"

IMPORTANT: Flash will still be accepted but please be advised that users of Chrome have to manually start your animation by clicking on the ad. This will likely cause a decrease in CTR, as such, we are suggesting any animation be HTML5 or animated .gif files.

THIRD-PARTY NETWORKS

- We accept creative from most major ad serving networks (please inquire).
- 3rd party tags must be live at the time of submission to enable thorough testing before launch.
- Reporting access must be provided for all 3rd party served campaigns and a 3rd Party login must be set up to be linked to 'adopsreporting@crain.com'.
- JavaScript tags are preferred. Tags not accepted: Modernizr JavaScript

AUDIO CREATIVE

- Any sound must be user-intiated and is defined as a click-based interaction rather than a mouseover or rollover.
- All ads must be clearly labeled with "Play" and "Stop" controls.

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ADDITIONAL CREATIVE GUIDELINES

- Creative must match ad size and conform to specifications outlined herein.
- Expansion can begin again on click, but must close with click.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- Up to 100K in polite download is allowed. Polite download is the portion of the ad that loads once content loads. Up to 3 additional polite downloads of up to 50K each may be initiated after a user moves their cursor over or clicks on the ad.
- Crain Ad Ops is not responsible for any changes to the ad creative itself. All changes have to be made by the Client and resubmitted for trafficking.
- Creative must have branding.
- No fake HTML or simulated interactivity.
- No obscene or otherwise objectionable images.
- Creative cannot use the 'Publication' name or logo without pre-approval.
- Ads click through to provided URL in a new browser.
- Expandable ads can expand to 2 times the size of one side of the creative.

EMAIL AD SPECIFICATIONS

- Only static .jpg and .gif files accepted. Please specify the clickthrough link(s) that will be used.
- Rich media is not accepted for email advertisements
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- Crain Ad Ops is not responsible for any changes to the ad creative itself. All changes have to be made by the Client and resubmitted for trafficking.
- Any desktop ads submitted over 40k, tablet ads submitted over 25k, and mobile ads submitted over 15k, run the risk of being read as spam by some email programs.

VIDEO PRE-ROLL

Crain Communications websites predominantly utilize the BrightCove Video Platform. The Brightcove platform is a Flash environment and therefore the advertising campaigns that run against the players must be developed in a format that Flash supports. The specs listed below are reproduced from Brightcove and are for our most common execution. Please confirm execution with your sales representative.

PRE-ROLL VIDEO SPECS:

- .mp4 (H.264 encoding with any profiles or levels and AAC or HE-AAC audio codes) format suggested, .flv will not play on Apple (iOS) devices.
- Video length: up to :15 maximum.
- Dimensions: 480x360 (4:3 Standard) or 480x270 (16:9 Widescreen).
- Frame rate: same as source or 1/2 of source (15 to 30 fps).
- Video Data Rate: 600kbps.
- Audio Data Rate: 48kbps.
- Total Data Rate: 648kbps.
- Keyframe: every 30 or 60 frames (2 seconds).
- It is recommended to crop to TV-Safe Area and de-interlace .
- Video Ad is clickable, please supply a click-thru URL. A 3rd party click command is allowed for the click-thru. iPhone does not support click function.
- Video should not include a leader.
- If 3rd party tracking is desired, the advertiser can provide a VAST tag or a tracking pixel (in standard form) to track the video pod. The video pod consists of the pre-roll and any companion banners.
- For maximum compatibility, use stereo or mono audio and avoid 5.1
- Sample rates above 44. kHz do not work on all players so they will be re-sampled. Avoid this by sticking to 44.1 kHz or less.
- Normalize the audio tracks to standard levels such that you avoid "clipping" while also avoiding a low volume.
- Make sure that audio levels are consistent across media that might be viewed together.

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IMPORTANT: Writing methods and properties to any Flash object's prototype property will cause it to be added to all instances of that object. Avoid modifying the prototypes of Flash's built-in objects like MovieClip, TextField or Button in the creatives. Doing so will modify all instances of these objects in the Brightcove player, bloating the player and possibly causing erratic behavior. The recommended method for developing in Flash using ActionScript 2.0 is that prototypes are not modified and that instead classes are created that extend the built-in objects.

DATA REPORTED:
If requested, Crain Communications will provide reporting on campaign impressions, clicks and CTR. Crain Communications will attempt to provide the same reporting for 3rd party served ads, but may be limited based on tagging configurations.

DISCLAIMERS:
- Click-through tracking is not available on the following advertising elements:
  - HTML advertising elements that use method="POST" for form submittal.
  - Rich media elements that use embedded or compiled URL information (Macromedia Flash creatives that do not use the FS command, for example).

- Cache-busting is available automatically for pre-approved third party served agencies, others by request only. Exception: Third party served click URLs for hard-coded placements (text links, etc.) are not cache busted. Therefore, click data for hard-coded placements using third party served click URLs may not match click data from the third party agency. Please enter the Cache busting tags; Crain Communications is not responsible for entering these tags.

- Crain Communications reserves the right to preserve the user experience of its sites, and reserves the right to remove any advertisement which is deemed annoying and/or harmful to our users at any time.

POLICY GUIDELINES FOR ADS THAT COLLECT PERSONAL INFORMATION:
Crain Communications allows advertisements to collect personal identifying information; however you may be asked to make changes to the ad units or include additional disclosure in order to be acceptable for advertising.

If you wish to collect personal information within advertisements, those ad units will need to:

- Clearly identify your organization.
- Provide a direct link to your privacy policy, adjacent to the submit button.
- Clearly identify the purpose for collecting the information.

Additional disclosure may be required. Please see your Sales Representative for more information on required notices. Crain Communications will also label all such ad units with "ADVERTISEMENT".

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Ad Age | TAKEOVERS

>>ADVERTISER MUST PROVIDE ALL FOLLOWING UNITS:

- Interstitial ad: 640x480 (GIF/JPEG/3P) for desktop and tablet, 300x250 (GIF/JPEG) for mobile
- Desktop ads (for Ad Age): 970x90, 300x600, 300x250 (GIF/JPEG/3P/Rich media)
- Desktop ads (for Creativity Online): 970x90, 300x250 (GIF/JPEG/3P/Rich media)
- Tablet ads (for Ad Age): 728x90, 300x600, 300x250 (GIF/JPEG/3P)
- Tablet ads (for Creativity Online): 728x90, 300x250 (GIF/JPEG/3P)
- Mobile ads: 300x250, 300x50 (GIF/JPEG)

INTERSTITIAL AD

GENERAL SPECIFICATIONS

DESKTOP AND TABLET

- 640x480 in dimension
- 60K max file size
- 5-8 seconds max
- Due 7 days prior to run date
- No additional movie loading from the SWF

MOBILE

- 300X250 static gif/jpeg
- 25K max file size

WHEN SUBMITTING A THIRD PARTY SERVED INTERSTITIAL

- Interstitial needs to play message and stop. AdAge.com will take care of the redirect to www.adage.com.

FILES REQUIRED FOR SUBMISSIONS

- GIF/JPEG/3rd Party Tag
- The page featuring the introductory message will have an *Advertising Age* logo and a link directly to AdAge.com.

AD UNITS (FILE SIZES/TYPES/DIMENSIONS)

Platform	Dimensions	Accepted Creative Type	Static (GIF or JPEG)	HTML5 (Initial Load)	HTML5 (Politely Loaded)	Animation Length	Max. Loops
Desktop	640x480 Interstitial	GIF/JPEG/3P	60K	150kb	2MB	5-8 seconds	N/A
Desktop	970x90	GIF/JPEG/3P/Rich Media	40K	150kb	2MB	15 sec.	3 loops of 5 sec.
Desktop	300x600	GIF/JPEG/3P/Rich Media	40K	150kb	2MB	15 sec.	3 loops of 5 sec.
Desktop	300x250	GIF/JPEG/3P/Rich Media	40K	150kb	2MB	15 sec.	3 loops of 5 sec.
Tablet	640x480 Interstitial	GIF/JPEG/3P	60K	150kb	2MB	5-8 seconds	N/A
Tablet	728x90	GIF/JPEG/3P	25K	150kb	2MB	15 sec.	3 loops of 5 sec.
Tablet	300x600	GIF/JPEG/3P	25K	150kb	2MB	15 sec.	3 loops of 5 sec.
Tablet	300x250	GIF/JPEG/3P	25K	150kb	2MB	15 sec.	3 loops of 5 sec.
Mobile	300x250 Interstitial	GIF/JPEG/3P	25K	40kb	300kb	N/A	N/A
Mobile	300x250	GIF/JPEG/3P	15K	40kb	300kb	N/A	N/A
Mobile	300x50	GIF/JPEG/3P	25K	40kb	300kb	N/A	N/A

Note: If applicable, please see Additional Ad Units page for 300x1050, Reveal, Wallpaper and 970x90 Pushdown specs

RICH MEDIA

We accept Flash, Java, HTML and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser.

THIRD PARTY NETWORKS

We accept creative from most major third party networks (please inquire).

Note: Third party tags are accepted for mobile placements.

SEND MATERIALS TO:

adops-adage@crain.com

QUESTIONS?

Contact Jessica Wung
212.210.0172
Jwung@adage.com

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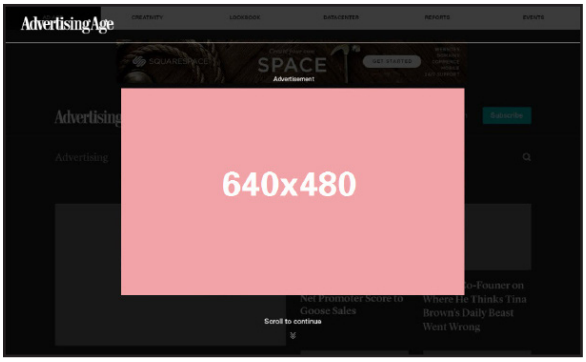
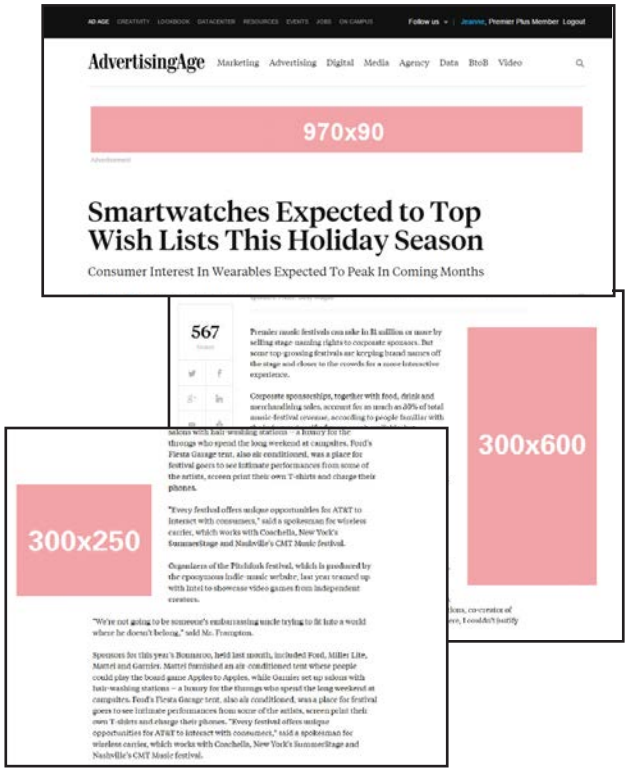
Ad Age | TAKEOVERS

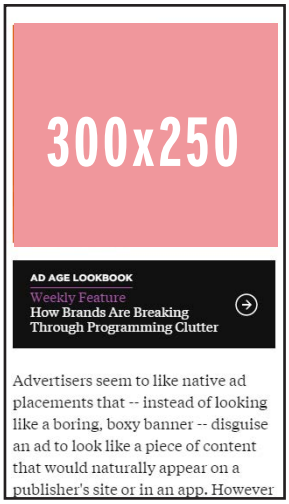
INTERSTITIAL



ON SITE BANNER ADS

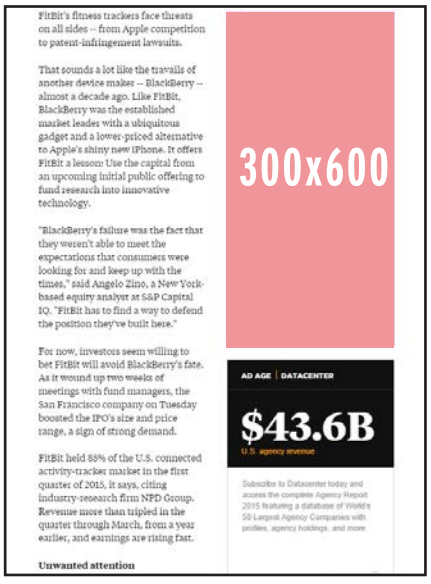


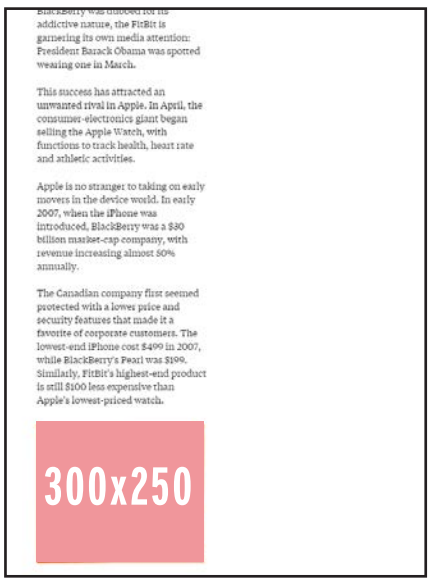
MOBILE BANNER ADS



Advertisers seem to like native ad placements that -- instead of looking like a boring, boxy banner -- disguise an ad to look like a piece of content that would naturally appear on a publisher's site or in an app. However

TABLET BANNER ADS





Ad Age | RUN OF SITE / HOME PAGE TARGETING & CONTEXTUALLY TARGETED IMPRESSIONS

>> ADVERTISER MUST PROVIDE ALL FOLLOWING UNITS:

- Desktop ads (for Ad Age): 970x90, 300x600, 300x250 (GIF/JPEG/3P/Rich media)
- Desktop ads (for Creativity Online): 970x90, 300x250 (GIF/JPEG/3P/Rich media)
- Tablet ads (for Ad Age): 728x90, 300x600, 300x250 (GIF/JPEG/3P)
- Tablet ads (for Creativity Online): 728x90, 300x250 (GIF/JPEG/3P)
- Mobile ads: 300x250, 300x50 (GIF/JPEG)

AD UNITS (FILE SIZES/TYPES/DIMENSIONS)

Platform	Dimensions	Accepted Creative Types	Static (GIF or JPEG)	HTML5 (Initial Load)	HTML5 (Politely Loaded)	Animation Length	Max. Loops
Desktop	970x90	GIF/JPEG/3P/Rich Media	40K	150kb	2MB	15 sec.	3 loops of 5 sec.
Desktop	300x600	GIF/JPEG/3P/Rich Media	40K	150kb	2MB	15 sec.	3 loops of 5 sec.
Desktop	300x250	GIF/JPEG/3P/Rich Media	40K	150kb	2MB	15 sec.	3 loops of 5 sec.
Tablet	728x90	GIF/JPEG/3P	25K	150kb	2MB	15 sec.	3 loops of 5 sec.
Tablet	300x600	GIF/JPEG/3P	25K	150kb	2MB	15 sec.	3 loops of 5 sec.
Tablet	300x250	GIF/JPEG/3P	25K	150kb	2MB	15 sec.	3 loops of 5 sec.
Mobile	300x250	GIF/JPEG/3P	25K	40kb	300kb	N/A	N/A
Mobile	300x250	GIF/JPEG/3P	15K	40kb	300kb	N/A	N/A

Note: If applicable, please see Additional Ad Units page for 300x1050, Reveal, Wallpaper and 970x90 Pushdown specs

RICH MEDIA

We accept Java-script, HTML and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser.

THIRD-PARTY NETWORKS

We accept creative from most major ad serving networks (please inquire).

Note: Third party tags are accepted for mobile placements.

MATERIALS SUBMISSION

All creative must be received at least 3 business days prior to start of schedule.
Send materials to adops-adage@crain.com

QUESTIONS?

Contact Jessica Wung
212.210.0172
Jwung@adage.com

***See page 5 for examples of ad units**

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Ad Age | HTML EMAIL NEWSLETTERS & CHANNEL SPONSORSHIP

NEWSLETTERS INCLUDE AD AGE DAILY, MEDIABUZZ, DIGITAL, AGENCY NEWS, CMO STRATEGY AND CREATIVITY

>>ADVERTISER MUST PROVIDE ALL FOLLOWING UNITS:

- Email newsletter banner ads – 300x250, 728x90, 300x50 (GIF/JPEG only)
- Channel sponsorship banner ads – 970x90, 300x600, 300x250,728x90,300x50 (GIF/JPEG or rich media)

Special note about 2007 Outlook users: Animated GIFs are not well supported. Image defaults to first image in the animation series.

EMAIL NEWSLETTER AD UNITS (FILE SIZES/TYPES/DIMENSIONS)

Dimensions	Platform	GIF or JPEG
728x90	Desktop	40K
300x250	Desktop	40K
728x90	Tablet	25K
300x250	Tablet	25K
300x50	Mobile	15K

Note: Only static GIFs/JPEGs plus clicktrackers accepted for newsletter banner ads

CHANNEL SPONSORSHIP AD UNITS (FILE SIZES/TYPES/DIMENSIONS)

Platform	Dimensions	Accepted Creative Type	Static (GIF or JPEG)	HTML5 (Initial Load)	HTML5 (Politely Loaded)	Animation Length	Max. Loops
Desktop	970x90	GIF/JPEG/3P/Rich Media	40K	150kb	2MB	15 sec.	3 loops of 5 sec.
Desktop	300x600	GIF/JPEG/3P/Rich Media	40K	150kb	2MB	15 sec.	3 loops of 5 sec.
Desktop	300x250	GIF/JPEG/3P/Rich Media	40K	150kb	2MB	15 sec.	3 loops of 5 sec.
Tablet	728x90	GIF/JPEG/3P	25K	150kb	2MB	15 sec.	3 loops of 5 sec.
Tablet	300x600	GIF/JPEG/3P	25K	150kb	2MB	15 sec.	3 loops of 5 sec.
Tablet	300x250	GIF/JPEG/3P	25K	150kb	2MB	15 sec.	3 loops of 5 sec.
Mobile	300x250	GIF/JPEG/3P	25K	40kb	300kb	N/A	N/A
Mobile	300x50	GIF/JPEG/3P	15K	40kb	300kb	N/A	N/A

Note: If applicable, please see Additional Ad Units page for 300x1050, Reveal, Wallpaper and 970x90 Pushdown specs

RICH MEDIA (EXCLUDES EMAIL NEWSLETTER BANNER ADS & MOBILE ADS)

We accept Java-script, HTML and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser.

THIRD-PARTY NETWORKS

- For On Site Banner Ads & Mobile Ads: We accept creative from most major ad serving networks (please inquire).
- For Newsletter Banner Ads: We accept click tracking tags but do not accept third-party impression tags.

Note: Third party tags are accepted for mobile placements.

SEND MATERIALS TO:

adops-adage@crain.com

QUESTIONS?

Contact Jessica Wung
212.210.0172
Jwung@adage.com

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Ad Age | HTML EMAIL NEWSLETTERS (RECOMMENDATIONS)

BEST PRACTICE RECOMMENDATIONS:

- Animated gifs will only display the first image in the series when viewed in Outlook 2007, so make sure that important info is not included in later images.
- Do not use JavaScript since most email clients do not support it due to security concerns.
- Forms, such as search boxes, are not recommended because they are not well supported by email clients.
- Combat image suppression by adding ALT text to your images. That way, if the image is not downloaded the subscriber will still be able to see a description of the content.

EMAIL CLIENT DELIVERABILITY

POST-OUTLOOK 2007

- No support for forms regardless of how simple they are.
- Background images will not load, and should not be used.
- Animated GIFs are not well supported. Image defaults to first frame in the animation series.

PRE-2007 OUTLOOK/MAC MAIL

- Image maps work correctly.
- Background images can be used as long as user clicks to view images.
- JavaScript doesn't work and should not be used.

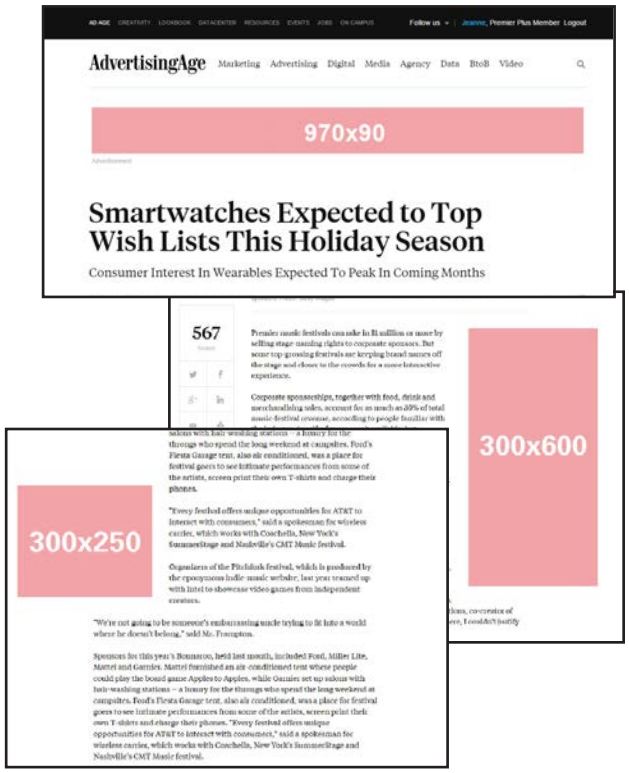
LOTUS NOTES

- Using too many images or images that are too large can cause them to be misconfigured.
- Lotus Notes does not support forms.
- Lotus Notes strips out JavaScript (may vary by version).

GMAIL, YAHOO, HOTMAIL/MSN

- JavaScript doesn't work and should not be used.
- Single background images defined in the <td> tag will appear, while background images defined in the <body> tag do not.

ON SITE BANNER ADS



EMAIL NEWSLETTER BANNER ADS

Ad Age | ONLINE SPONSORSHIPS

INCLUDES SPECIAL REPORTS, ADAGE@ AND HONORIFICS

>>ADVERTISER MUST PROVIDE ALL FOLLOWING UNITS:

- For co-branded promotions: Advertiser logo (EPS, vector-graphic)
- Desktop ads: 970x90, 300x600, 300x250 (GIF/JPEG or rich media), and optional 300x1050 (GIF/JPEG or rich media)
- Tablet ads: 728x90, 300x600, 300x250 (GIF/JPEG)
- Mobile ads: 300x250, 300x50 (GIF/JPEG)

AD UNITS (FILE SIZES/TYPES/DIMENSIONS)

Dimensions	Platform	GIF or JPEG	Rich Media	Animation Length	Max. Loops
970x90	Desktop	40K	50K	15 sec.	3 loops of 5 sec.
300x600	Desktop	40K	50K	15 sec.	3 loops of 5 sec.
300x250	Desktop	40K	50K	15 sec.	3 loops of 5 sec.
728x90	Tablet	25K	50k	15 sec.	3 loops of 5 sec.
300x250	Tablet	25K	50k	15 sec.	3 loops of 5 sec.
300x600	Tablet	25K	50k	15 sec.	3 loops of 5 sec.
300x250	Mobile	25K	N/A	N/A	N/A
300x50	Mobile	15K	N/A	N/A	N/A
130x65 (Logo)	ALL	15k	N/A	N/A	N/A

Note: If applicable, please see Additional Ad Units page for 300x1050, Reveal, Wallpaper and 970x90 Pushdown specs

RICH MEDIA

We accept Java-script, HTML and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser.

THIRD-PARTY NETWORKS

We accept creative from most major ad serving networks (please inquire).

Note: Third party tags are accepted for mobile placements.

VIDEO PRE-ROLL

Crain Communications websites predominantly utilize the BrightCove Video Platform. The Brightcove platform is a Flash environment and therefore the advertising campaigns that run against the players must be developed in a format that Flash supports. The specs listed below are reproduced from Brightcove and are for our most common execution. Please confirm execution with your sales representative.

PRE-ROLL VIDEO/AUDIO SPECS:

- .mp4 (H.264 encoding with any profiles or levels and AAC or HE-AAC audio codes.) format suggested, .flv will not play on Apple (iOS) devices.
- Video length: up to :15 maximum.
- Dimensions: 480x360 (4:3 Standard) or 480x270 (16:9 Widescreen).
- Frame rate: same as source or 1/2 of source (15 to 30 fps).
- Video Data Rate: 600kbps.
- Audio Data Rate: 48kbps.
- Total Data Rate: 648kbps.
- Keyframe: every 30 or 60 frames (2 seconds).
- It is recommended to crop to TV-Safe Area and de-interlace.
- Video Ad is clickable, please supply a click-thru URL. A 3rd party click command is allowed for the click-thru. iPhone does not support click function.
- Video should not include a leader.
- If 3rd party tracking is desired, the advertiser can provide a VAST tag or a tracking pixel (in standard form) to track the video pod. The video pod consists of the pre-roll and any companion banners.
- For maximum compatibility, use stereo or mono audio and avoid 5.1
- Sample rates above 44. kHz do not work on all players so they will be re-sampled. Avoid this by sticking to 44.1 kHz or less.
- Normalize the audio tracks to standard levels such that you avoid "clipping" while also avoiding a low volume.
- Make sure that audio levels are consistent across media that might be viewed together.

MATERIALS SUBMISSION

All creative must be received at least 5 business days prior to start of schedule.
Send banner materials, video pre-roll and logo to adops-adage@crain.com

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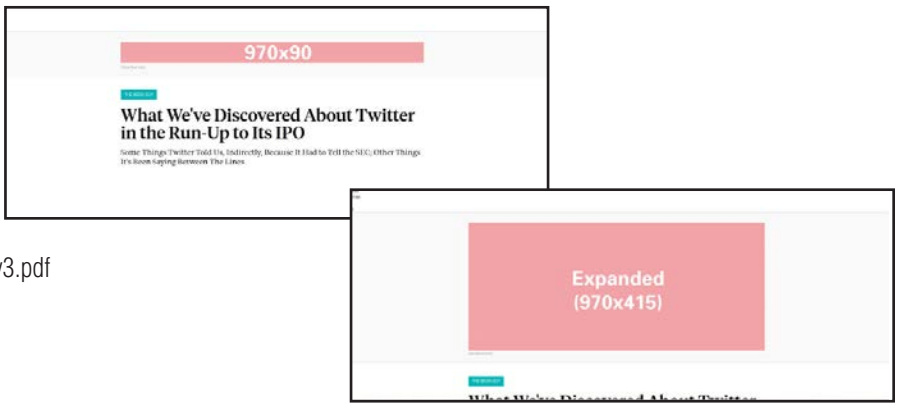
Ad Age | ADDITIONAL AD UNITS

970X90 PUSHDOWN

GENERAL SPECIFICATIONS

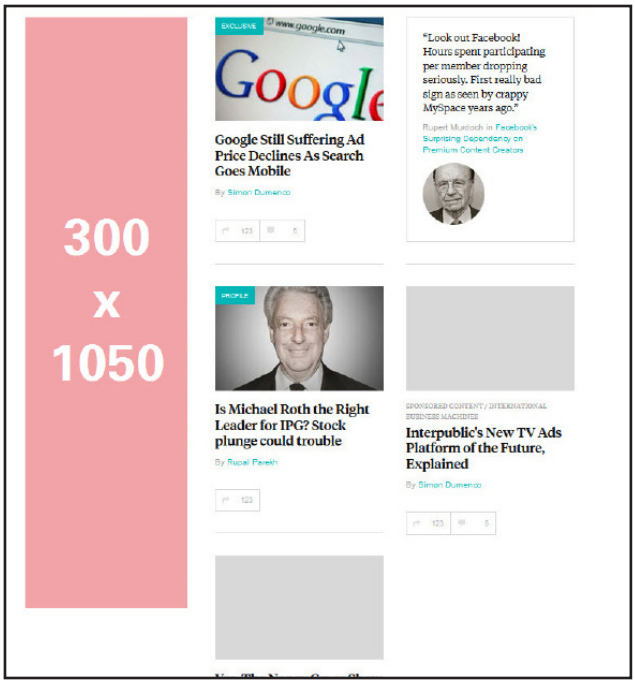
- Expands to 970 x 415
- Max 60 k initial file size
- Max Polite load size 110K
- User initiated file load size 2.2MB
- Maximum in banner video length: 30 seconds
- Click to Expand / Click to close
- Banner must be in closed state on page load
- Link to IAB 970x90 Pushdown style guide: http://www.iab.net/media/file/IAB_970x90_style_guide_v3.pdf



300X1050 PORTRAIT (DEVIL UNIT)

GENERAL SPECIFICATIONS

- Max 80 k initial file size
- Max polite file load size 350K
- User initiated file load size 2.2MB
- 3rd Party (ie: Pictela) recommended
- Expansion must be click to expand/click to close
- Expansion direction varies depending on placement
- Link to IAB 300x1050 Portrait style guide: http://www.iab.net/media/file/IAB_300x1050_style_guide_v3.pdf



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Ad Age | ADDITIONAL AD UNITS

REVEAL

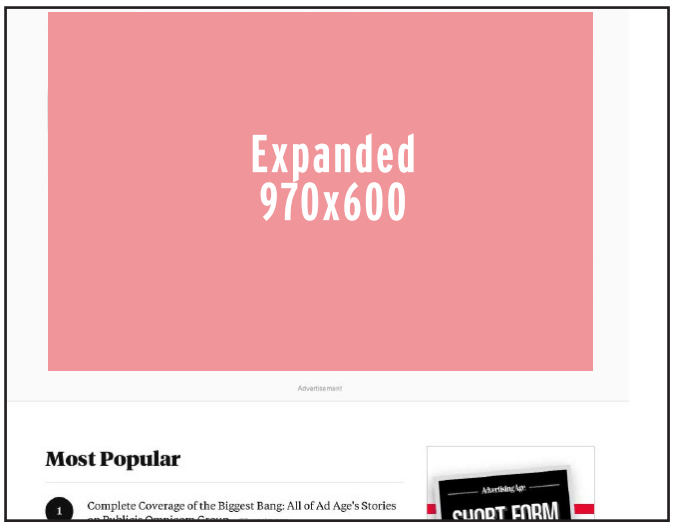
GENERAL SPECIFICATIONS

- Layered PSD for the background and social sharing buttons
  - o Dimensions: 970x600 (size of expanded unit)
- Click thru URLs and trackers if applicable

If video:

- Video file optimized for web
  - o Resolution 640x360
  - o File size: 5MB
  - o File format: MP4, MOV, FLV or WMV

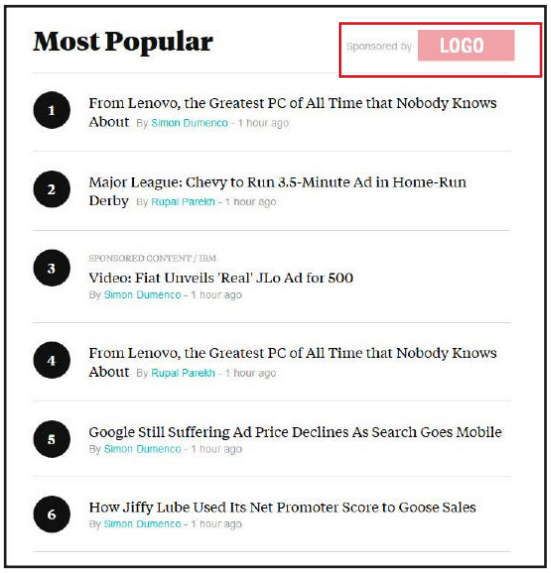
Please note: Initial 970x90 'pre-reveal' should occupy the top 970x90 pixels of the revealed (fully expanded) 970x600 unit.



SPONSORED LOGO

GENERAL SPECIFICATIONS

- Static GIF or JPEG
- 130x65 pixels
- 15 kb file load



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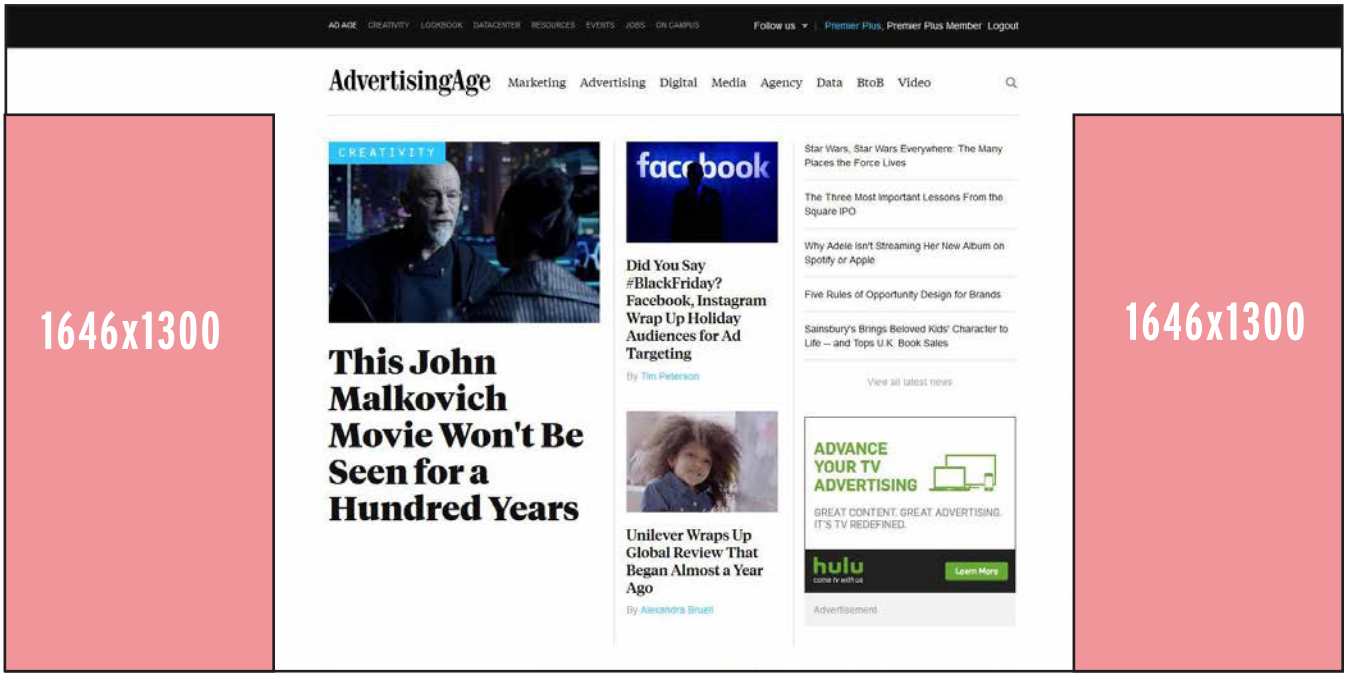
Ad Age | ADDITIONAL AD UNITS

WALLPAPER

GENERAL SPECIFICATIONS

- Static gif/jpg/png
- No larger than 80K
- File height: 1,300 pixels max
- File width: minimum 1646 pixels
- Content Area: 1,146 pixels – content area can be a solid color
- Gutter size: Minimum 250 pixels on each side (the 250 pixels on each side of the content area is the workable space for the wallpaper imagery; also, please note buffer zones below)
- Clickable: No
- Wallpaper layout requirements
    - Because AdAge.com has full-width area that varies in height at the top of its pages, you'll want to be sure to include a buffer at the top of your creative so that any imagery or text doesn't get cut off. Please note that when a user scrolls down the page, the user will scroll past that full-width area and will be able to view the full creative, which would include the buffer area. Examples below.
    - Any important content should be housed "above the fold" which is approximately 800 pixels from the top of the document. (see shaded area in template).
    - Top and bottom buffers: 165 pixels from top of the image and 240 pixels from the bottom of the image should be used as a buffer zone, and not contain any critical imagery or text that may be cut off.
    - Left and right buffers: 10 pixels from the right and left edges of the image adjacent to the content area should be used as a buffer zone, and not contain any critical imagery or text.

Please note: The viewable area of the wallpaper is dependent on the size of a user's browser window.

CLICK HERE FOR TEMPLATE