

In-Page Units <sup>1</sup>				Expandable Ads <sup>4</sup>			
Format Category	Size (WxH)	Naming	File Size (swf, gif, jpg)		Expanded Dimensions		Panel File Size (swf, gif, jpg)
			Standard <sup>2</sup>	Rich Media <sup>3</sup>	Expanded Width	Expanded Height	
UAP	728x90	Leaderboard	70K	Standard file size initial download, 2.2mb progressive download.	728	400	100K initial download, 2.2mb progressive download.
	300x250	Medium Rectangle	70K		500	250	
	160x600	Wide Skyscraper	70K		400	600	
Leaderboard	<b>728x90</b>	<b>Leaderboard</b>	70K	Standard file size initial download, 2.2mb progressive download.	728	400	100K initial download, 2.2mb progressive download.
	840x150	Large Leaderboard	70K		840	400	
	995x123	XL Leaderboard	70K		995	400	
	840x250	TV Spot Leaderboard	70K		n/a	n/a	
	970x250	Billboard	70K		n/a	n/a	
Skyscraper	<b>160x600</b>	<b>Wide Skyscraper</b>	70K	Standard file size initial download, 2.2mb progressive download.	400	600	100K initial download, 2.2mb progressive download.
	120x600	Skyscraper	70K		400	600	
	300x600	Half Page Skyscraper	70K		600	600	
Rectangle	<b>300x250</b>	<b>Medium Rectangle</b>	70K	Standard file size initial download, 2.2mb progressive download.	500	250	100K initial download, 2.2mb progressive download.
	250x250	Square Rectangle	70K		400	250	
	300x600	Half Page Rectangle	70K		600	600	
	468x400	XL Rectangle	70K		n/a	n/a	

## Over-The-Page Units

Overlayer <sup>5</sup>	800x600	Large Overlayer	100K	Standard file size initial download, 2.2 mb progressive download.	Floating ads must close <b>automatically after 15 seconds</b> . To do so call the IABCloseAd() javascript function. From flash: getURL('Javascript:IABCloseAd()', '_self'); 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 Overlayer units are available with/without companion ads. Floating component should be frequency capped. Check ad specs by Publisher for site specific guidelines.
	640x480	Medium Overlayer	100K		
	500x400	Small Overlayer	100K		
Splash	640x480	Medium Splash	100K	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	100K		

**Universal Ad Package (UAP):** UAP-compliant publishers provide advertisers a set of 3 ad units (728x90, 300x250 and 160x600) 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) with maximum 3 repetitions of the animation within those 15 seconds  
**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.  
<sup>4</sup> **Close Button:** All interruptive advertising executions (ie: Overlayer, 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.

### HTML5 requirements

HTML5 have to be served in 3rd Party Tags. If not using 3rd party tags, please check with the publisher  
 It is highly recommended to use responsive HTML5  
 HTML5 must contain an IAB ClickTAG and follow the same rules as above in terms of weight, animation, sound and video  
 Please also deliver static back-up material in GIF or JPG

### HTTPS Compliancy

IAB recommends to make all ads "https" compliance since this is becoming an international standard. To be compliant all traffic has to be served over "https". This includes 3th party tags and external downloads

**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.

<sup>1</sup> Foresee 5K for OBA compliancy (icon + slogan) without exceeding initial file size;  
<sup>2</sup> Initial File Downloads only: managed by the third-party adserver (approval required based on system used);  
<sup>3</sup> 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. **if**

In-Stream Video Ads								
Naming	Length/Duration <sup>1</sup>	Aspect Ratio <sup>1</sup>	Companion ad <sup>2</sup>	Recommended Codecs <sup>1</sup>	Container	Resolution (in pixels)	Functionality	File size
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	Varies by Publisher	H.264/AAC,MPEG4	.mp4 preferred or .flv	640x360	Minimum 15 fps Maximum 30 fps	2,5 MB
Non-Linear Video Ad	5-15 sec	16:9	Varies by Publisher Overlay ad sizes: see hereunder	H.264/AAC,MPEG4	.mp4 preferred or .flv	640x360	Minimum 15 fps Maximum 30 fps	2,5 MB

In-video Overlay ad					
Naming	Size (WxH) <sup>4</sup>	File Size ( jpg or gif)	Animation	Opacity	File Formats
In-video Overlay ad	300x50, 450x50	100k	Animation: max 15 sec (Unlimited during user interaction) with maximum 3 repetitions of the animation within those 15 seconds	100% opaque No transparency allowed	At least one of the following file formats should be accepted: jpeg or gif

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.

Another ad format categorie is "**In-video Overlay ad**"

- **In-video Overlay ad:** The ad is a graphical ad at the bottom of a video that displays while the video plays.

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 followingformats for companion ads: jpeg or gif

**Naming convention:** language\_size\_client\_campaign\_CreativeVersion (Example: fr\_300x250\_Volvo\_V40\_c01.mp4) 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.

<sup>1</sup> see publisher specs for more details. H.264 configuration recommandations : H.264 Profile = baseline - H.264 level = 3.0

<sup>2</sup> 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.

<sup>3</sup> Publisher may scale the submission to fit their player (e.a.colored bands may be added around the ad)

<sup>4</sup> 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.



# IAB Belgium Standard Mobile Ad Formats

April 2015

Mobile Ad Units <sup>(1&amp;2)</sup>		
Size (WxH) <sup>(3)</sup>	Naming	File Size
640x100	Mobile Leaderbord XXL (ratio 6:1)	40K
640x150	Mobile Leaderbord XXL2 (ratio 4:1)	40K
600x100	Mobile Leaderbord XL (ratio 6:1)	40K
600x150	Mobile Leaderbord XL2 (ratio 4:1)	40K

Portrait Size (WxH) <sup>(3)</sup>	Landscape Size (WxH) <sup>(3)</sup>	Naming	File Size
640x960	960x640	Mobile Splash XXL <sup>(4)</sup>	80K
640x700	700x640	Mobile Splash XL <sup>(4)</sup>	80K

Delivery terms: PNG, (animated) GIF, JPEG - **3 working days** HTML5 & Rich Media Third Party Served Tags: **5 working days.**

<sup>(1)</sup> Not allowed: SWF

Allowed but publisher dependent: HTML5 & Third Party Tags

<sup>(2)</sup> Animation max 15 seconds. No loop or any animation after 15 sec.

<sup>(3)</sup> Optimized for high res. Retina displays

<sup>(4)</sup> Animation not allowed



# IAB Belgium Standard Tablet Ad Formats

April 2015

Tablet Ad Units - App <sup>(1 &amp; 2)</sup>				
Naming	Orientation	Size (WxH) <sup>(3)</sup>		File Size
		iOS (2048x1536)	Android (2560x1600)	
Tablet Medium Rectangle	portrait/landscape	600x500	600x500	75K
Tablet Splash <sup>(4)</sup>	portrait	1536x2048	1600x2560	150K
Tablet Splash <sup>(4)</sup>	landscape	2048x1536	2560x1600	150K
Tablet Interstitial	portrait	1536x2048	1600x2560	150K
Tablet Interstitial	landscape	2048x1536	2560x1600	150K
Tablet Leaderboard	portrait	1536x200	1600x200	75K
Tablet Leaderboard	landscape	2048x200	2560x200	75K
Tablet Skyscraper	portrait	200x2048	200x2560	75K
Tablet Skyscraper	landscape	200x2048	200x1600	75K

Delivery terms: PNG, (animated) GIF, JPEG - **3 working days**    HTML5 & Rich Media Third Party Served Tags: **5 working days**

<sup>(1)</sup> Not allowed: SWF  
Allowed but publisher dependent: HTML5 & Third Party Tags  
<sup>(2)</sup> Animation max 15 seconds. No loop or any animation after 15 sec.  
<sup>(3)</sup> Optimized for high res. Retina displays  
<sup>(4)</sup> Animation not allowed

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.
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.
ClickTAG	A click tracking method used in Flash banner Ads. It is supported by every major ad server. 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.
Collapse	An event where the expanded panel of an expandable ad reduces to its original size, or disappears completely.
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.
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).
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 <sup>10</sup> = 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 <sup>20</sup> = 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.
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 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.
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.
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 <a href="http://www.iab.net/risingstars">http://www.iab.net/risingstars</a>
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.
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 <b>redirects</b> 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 three ad units (728x90, 300x250 and 160x600 pixels) offered by UAP-compliant publishers as a 'package' where ads in in these three 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: <a href="http://www.iab.net/vast">http://www.iab.net/vast</a>
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.