

## AD SIZES AND SPECIFICATIONS

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## AD SIZES AND SPECIFICATIONS

**HTML5** is accepted by CafeMom and will work correctly within HTML5 enabled browsers and environments. If users have the latest versions of Chrome, Safari, Internet Explorer, or Firefox, their browser is already capable of handling most code written in HTML5. If a user's browser is not updated, backup images will display instead of the HTML5 creative. **HTML5 creative should follow the same advertising specifications as other Standard and Rich Media creative developed for each site.**

Format Category	Half Page	Rectangle	Leaderboard	Mobile
Standard Size (WxH)	300x600	300x250	728x90	320x50
Max Panel Size (WxH)	300x600	260x250	728x225	320x250
Max Full Expanded Size (WxH)	n/a	600x250	728x415	320x480
Expansion Direction	n/a	Left	Down	Down
Standard Image Types	HTML5/jpg/gif/png/3rd party/swf			
Approved Rich Media Formats	Expandable (user initiated), Polite Download, In-Banner Streaming			N/A
Approved Rich Media Vendors	Google, ATLAS, Sizmek, PointRoll, Vindico, Innovid, InterPolls, MediaPlex, Flashtalking, Medialets			
Max Animation Length	Up to 30 seconds; looping allowed within 15 seconds			
Max File Size	<b>HTML5:</b> Max file size for zip files 200k. Individual images used should be compressed as much as possible (max size 50k) <b>Flash:</b> 40k (Initial) Rich Media: 40K (Initial) Additional Polite Load: 100(k) Total=140K (no video), Total=2.2MB (w/ video) <b>Flash Expandables:</b> 40K (Initial) 100K (Polite), 60K per panel, Max 4 panels			
Z-index	< 980			N/A
Max Hot Spot	50% of the entire ad unit			
Video	Must be served through an approved 3 <sup>rd</sup> party Rich Media Vendor Auto play allowed, but audio must to default to mute			
Audio	Must be user initiated on click			

**OVERALL GUIDELINES:** All ads are subject to approval and are reviewed by CafeMom prior to placement on the site. Any non-compliant elements will be returned for revision, which may delay the launch date.

- CafeMom reserves the right to maintain its user experience and to remove any advertisement at any time for any reason. Please notify CafeMom before making creative swap. Campaigns running creative which not in spec may be paused.
- Cookies are only allowed for parties with a third party ad serving agreement.
- Geo-targeting is implemented by CafeMom on DFP. Additional geo-targeting on a 3rd party ad server is moot for invoicing.
- Ad units that collect personal information must clearly identify the sponsoring organization, state the purpose for collecting the information, and have a direct link to the sponsor's privacy policy adjacent to the submit button.
- CafeMom is a DFP site. DFA ad tags gladly accepted.
- Secure Tags required.

### REQUIREMENTS

- Browser Compatibility: Windows IE 7+, Firefox 3+, and Safari 1.3+ and Chrome.
- Valid click-through URLs that are domain name based (not an IP address).
- Distinct borders (to distinguish between CafeMom and sponsor content).
- Clear and distinct branding.

## HTML5

- Please provide a backup GIF/JPEG for browsers without Javascript enabled.
- All other assets must be packaged and zipped into one .zip file.
- Since HTML5 ads can be developed and optimized in various ways to accommodate file size and performance challenges, you should expect file sizes to be larger than flash based creatives.
- File size is measured after compressing the ad (all code and assets except the backup image) into a .zip file
- The ad must be viewable without a network connection.
- Ads must use the clickTag variable as the destination of the click event.f
- Loading files from cross domains is not allowed.
- **PLEASE NOTE**: We traffic our ads through DoubleClick Studio/DFP. When sending HTML5 banners to us to traffic, please make sure your files have the DoubleClick Studio enabler code added and include tracking labels to any links.

## FLASH

- Please provide a backup GIF/JPEG for all Flash ads.
- Click Tag Instructions: on (release) {getURL (\_level0.clickTAG, "\_blank");}
- w mode: opaque; z index: 980 or below.
- Acceptable Flash Versions: 6, 7, 8, 9 & 10 (AS2 & AS3).
- 40K initial download and up to 4 additional download streams upon user click.
- Maximum frame rate = 24 frames per second.
- Loading files from cross domains is not allowed.
- Do not embed any URLs in the Flash file - include linking URLs in an email or other document

The IAB Rising Stars are brand-friendly ad units that tap into the breadth of cutting-edge technology available today, providing new tools that resonate with consumers and serve as powerful vehicles for advertisers. All Rising Star Units must follow all of the size and specification guidelines as noted.

### ALL RICH MEDIA

- All ad units must launch a new browser when clicked on (target=\_blank).
- All script must be fully contained in the ad unit. CafeMom will not place any code in the head or body of its pages.

### BILLBOARD

- Billboards are 970x250
- Must have a close button.

### PUSHDOWN

- Pushdowns are served via the 728x90 ad placement with a max panel expansion of 728x415.
- We can also accept a 970x90 with a max panel expansion of 970x415.
- Pushdowns must follow all of the size and specification guidelines as noted.
- Frequency of auto-expand is 1 per visitor every 24 hours.

### SIDEKICK

- Sidekicks start as either 300x250 or 300x600 with a max full expansion size of 850x700
- Must have a close button
- Frequency of auto-expand is 1 per visitor every 24 hours.

### EXPANDABLE UNIT REQUIREMENTS

- Ads must include a prominently placed Close button.
- Ads that expand on rollover must close upon roll-off.
- Ads must initially load in non-expanded form.

### MOBILE EXPANDABLE ADS

- Can be 3rd Party Served
- Collapsed Size = 320x50 - 10K max - Must contain tap to expand CTA
- Expanded Size = 320x300 - 50K max - Must have a close button in the top right corner
- Expanding ads must be click/tap to expand - NO AUTO EXPANSION
- Video Specs: Banner should click thru, launch the phone's video player & call the video from the rich media vendor's server in a browser webkit.
- Final tag needed 5 business days before launch

### MOBILE INTERSTITIAL ADS

- Ad Language: HTML5
- Functionality: Swipe/tap/spin, video, audio, image galleries, interactive demos, Socail via FB, Twitter, Pinterest, Dynamic content, gaming features.
- Size: Tablet: Collapsed: N/A Expanded: 768x900 or 1024x644 (Landscape); Smartphone: Collapsed: N/A Expanded: 320x416 or 480x240 (Landscape)

### MOBILE PUSHDOWN ADS

- Can be 3rd Party Served
- Collapsed Size = 320x50 - 10K max - Must contain tap to expand CTA
- Expanded Size = 320x250 - 50K max - Must have a close button in the top right corner
- Pushdown can auto expand for 8 seconds capped at once per user per day. If the 3rd party vendor can not cap expansion then auto expansion must be eliminated
- Video Specs: Banner should click thru, launch the phone's video player & call the video from the rich media vendor's server in a browser webkit.
- Final tag needed 5 business days before launch

## VIDEO REQUIREMENTS

Stream Type	Video	Audio
Auto Play	Yes, but audio must default to off	No, must be user initiated on click
Format	Must be served through an approved 3 <sup>rd</sup> party rich media vendor	
Max Length	Up to 30 seconds; looping allowed within 15 seconds	
Max file size	40K (default), Total file size=100K (no video)/2.2 megs (with video)	
Required Buttons	Stop/Start, Mute	

### PRE-ROLL

- Host max video duration seconds: CafeMom requests :05 - :30 sec max
- Video Compression: H.264
- Audio Codec: MP3 or AAC preferred
- Video File Types: MP4, AVI, MOV, WMV, MPEG, M4V, FLV. No larger than 2 GB
- Aspect Ratio: 4:3 or 16:9
- Video max file size: Standard Definition - 40MB minimum, 2GB maximum; High Definition - 10Mbps minimum
- Audio: User initiated only , Standard Definition - 4.1 or 4.8kHz stereo; High Definition - 48kHz stereo
- Third-party serving: VAST & VPAID compliant
- Third-party tracking: Yes - Optional (Clicks, 3rd party tracking via transparent 1x1 pixel from approved vendors to measure pre-roll impressions)

### SUBMISSION:

- All assets with trafficking instructions should be sent to: [adops@cafemom.com](mailto:adops@cafemom.com).
- All creative (text, artwork, and other components) must be received at least 3-5 days prior to launch date.
- All rich media tags will be edited for ad serving purposes. Click-through url's and JavaScript is subject to change for click tracking purposes.
- When billing off of fourth party impressions, all vendor logins must be sent to [adops@cafemom.com](mailto:adops@cafemom.com).
- All new creative types will be addressed on a case by case basis, testing of any new ad units will be no longer than 5 days after the ad unit is properly implemented and served through the ad management system.
- All advertisements must meet IAB standards: For Ad Units: <http://www.iab.net/standards/adunits.asp> and for Rich Media: <http://www.iab.net/standards/richmedia.asp>

**RESTRICTIONS:** All advertising is subject to CafeMom's approval. CafeMom reserves the right to reject any advertisement if not consistent, in its judgment, with the quality of the CafeMom site. Any non-compliant elements will be returned for revision, which may delay the launch date. CafeMom does not accept and will not display advertising that falls into any of the categories listed below:

- Mislead users. Creative content should be clearly distinguishable from CafeMom content, and should not mimic or look like Windows/Mac system or error messages.
- "Break" the site. This includes pushing down, covering, or breaking the format of CafeMom content.
- Use disruptive techniques. Ads should not pop-up/under/over.
- Contain any of the following: low-quality content, fake content or functionality (e.g. drop down menus, search boxes, etc.), flashing or strobing animation, obscene or otherwise objectionable images or language.
- Be sexually suggestive, contain profanity, or denigrate a particular group based on gender, race, creed, religion, sexual preference or handicap.
- Link to content that uses, exhibits or promotes gambling, pornography or obscenity.
- Violate any law or that infringes, misappropriates, or otherwise violates the rights of any third party.
- Conflict with, interfere with, or is detrimental to CafeMom's interests, reputation or business.