

## 1105 Media Ad Serving Platform is Doubleclick DFP

### Acceptable Files

**GIF/JPG/PNG files** (includes animated GIF files)

**\*We advise Advertisers and Agencies to develop animated banners in HTML5 as the Chrome browser is currently auto-pausing Flash banners**

**\*Please note that we can only serve HTML5 creative thru 3<sup>rd</sup> party tags.**

**\*\*HTML5 ad design and development guidance can be found here:**  
[http://www.iab.net/media/file/HTML5\\_DAv1\\_0\\_Draft\\_05-06-13.pdf](http://www.iab.net/media/file/HTML5_DAv1_0_Draft_05-06-13.pdf)

### **Flash files** (no lower than **Flash Player version 7** and no higher than **Flash Player version 10.1**)

- When submitting flash files, please be sure to implement the **Click Tag variable** in place of the click URL (see directions below).
- **How to Embed Click Tags**
  1. Open or create a new Flash document. **Set the file to Actionscript 2.0.** If you are using an existing Flash file, go to File > Publish Settings and make sure it's set to **Actionscript 2.0.**
  2. Insert a new layer on the root timeline, at the top of all layers and name it button (or name of your choice). This **MUST** be the topmost layer in your file.
  3. Draw a shape over the entire canvas, convert to a **BUTTON** symbol. Set the alpha transparency of the symbol to 0% so that the button is invisible. On the button symbol timeline, make sure the frame is on the "Hit" keyframe **ONLY.**
  4. Open the Actions panel (Window > Actions).
  5. Select the button symbol on the canvas. You should see it selected in your timeline. In the Button Actions panel, paste the following code:

```
on (release) {  
    getURL(_level0.clickTAG, "_blank");  
}
```
  6. **NOTE:** When inserting a value for the Instance name **DO NOT** use clickTag, clickTAG, or ClickTag. It is best to not use the term click tag, as it can conflict with the ad system. This should also be taken into consideration when naming layers.
  7. Save and publish your file to Flash 7 or above.
- **A standard GIF or JPG ad must be submitted with any rich media ad** (for when a user does not accept to display rich media ads).

### **Third-party ad serving**

- We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system, DoubleClick DFP. 15-20% impression tracking discrepancy is expected. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad.
- When submitting third-party tags, please send **Javascript/Standard or Standard tags only.** If using DFA, please send internal redirect tags.
- When submitting 3rd party tags, please make sure they are **https://** .

## **Special Banner Specifications**

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### Banners

**Initial Load** = the file size should be maximum 80k

**Subsequent Load** = the file size should be between 70-80k

**Number of subsequent loads** = 1-2

**In-banner Video** = we can accommodate in-banner video as long as it fits into the max 40k file size

**Special Frame Requirements** = none, as long as they follow our specs (including file size)

**Max Animation Time** = 10-15 seconds

**FPS (Frames Per Second)** = 20-25 (max 30)

**Max Number of Loops** = 3-5 times (or more, if it fits into the max 80k file size)

**Max Uninitiated Video Length** = no limit as long as it fits into the max 80k file size

**Concurrent Video/Animation** = 25-30 seconds

**Audio Initiation After Expansion** = user controlled with click

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**Click-thru URL**

- Maximum URL characters is 250

**All creative is due 5 business days prior to launch. Please submit materials to:**

Security Today, Environmental Protection

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