metroX ad specs

Ad Specs & Campaign Guidelines for Managed Services Campaigns

> Creative assets are due **3** days prior to campaign launch

STANDARD MEDIA UNITS

UNIT	DIMENSIONS	MAX FPS	FLASH*	MAX ANIM.	MAX FILE SIZE IMAGE/HTML5	SOUND	BORDER	FILE TYPE
LEADERBOARD	728 x 90	24	8 AS2	15 Seconds	100K/200K	On Click	1PX	GIF/JPG/PNG
BOX	300 x 250	24	8 AS2	15 Seconds	100K/200K	On Click	1PX	GIF/JPG/PNG
WIDE SKYSCRAPER	160 x 600	24	8 AS2	15 Seconds	100K/200K	On Click	1PX	GIF/JPG/PNG
HALF PAGE	300 x 600	24	8 AS2	15 Seconds	100K/200K	On Click	1PX	GIF/JPG/PNG

HTML5 Packaging

File size applies to font, image, audio, video, CSS and HTML. Common JS libraries delivered via CDN are excluded from file weight. Max # of host-initiated file requests: ad not to exceed 15 file requests during initial file load and host-initiated sub-load. Unlimited file requests allowed after user-interaction.

If sending HTML5 assets, please provide ZIP with HTML, CSS, JS, Images and other hosted assets. For further detail, please work with your Media Strategist.

FLASH SETUP*

With the discontinued use of Flash by Google Chrome and other major browsers Centro recommends switching to formats such as gif or HTML5

> Below is the Flash Actionscript tag to allow a user to click on the ad.

```
on (release) {
getURL(clickTag, "_blank");
}
```

ACCEPTED AD SERVERS & 3RD PARTY TAGS

Ad servers we can work with:

- SIZMEK
- DOUBLECLICK
- ATLAS
- POINTROLL

3RD PARTY TAG CONSIDERATIONS:

- Direct reporting access (via login) will need to be provided prior to launch
- If direct reporting cannot be provided, weekly reports must be setup by Publisher Solutions Partner
- Modified tags with macros/tokens already inserted are NOT accepted
- Tags must be delivered in their native, raw format from the ad server (i.e.: exactly as exported from DFA)
- Tags need to be unique to the Publisher Solutions campaign and cannot be running elsewhere
- Tags cannot run across multiple placements in the same date range
- All tags must be secure (https)

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AD SPECS + CAMPAIGN GUIDELINES

MOBILE UNITS

FORMAT	X Large Banner
DIMENSION	320 x 50
FILE SIZE	< 50K
FORMAT	GIF / JPG / PNG

* Must have a 1 pixel border.

* We strongly recommend using a Mobile enabled URL for the landing page for optimal user experience.

TABLET UNITS

UNIT	DIMENSIONS	FILE TYPE	MAX FILE SIZE IMAGE/HTML5	MAX LOOPING	ANIMATION LIMIT	CLICKABLE
LEADERBOARD	728 x 90	GIF/JPG/PNG	100KB/200KB	3X	15 Sec	Yes
BOX	300 x 250	GIF/JPG/PNG	100KB/200KB	3X	15 Sec	Yes

VIDEO UNITS

PREFERRED FILE TYPES	MP4
ASPECT RATIO	4:3 or 16:9
FILE SIZE	Maximum 25MB
VIDEO LENGTH	:15 or :30

Can also accept VAST tags

LANDING PAGE REQUIREMENTS

- Always resolve to the same final URL, and never redirect to a different URL than that which was seen when the campaign was first submitted for review
- Clearly disclose the company or person responsible for the ad and landing page
- Not use any third parties' brand, logo or design without the express, written permission of such party
- Contain relevant information pertaining to the good or service being promoted by the ad (no bait-and-switch)
- include the advertiser's terms and conditions and a privacy policy (or a link thereto), as well as an option for opting-out of promotional communication.
- All creatives in a campaign must click-through to the same landing page domain
- Any landing page with the look and feel of a news article or other editorial content must clearly and prominently disclose tovisitors that it is sponsored content or an advertorial

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RICH MEDIA UNITS

Additional ad serving fee applies - $1 CPM (subject to higher rate based on creative type)

An Extra $1 CPM will apply if Centro is serving the Rich Media

For specific execution questions reach out to your Media Strategist

PRIVACY POLICIES

The online privacy policy does not allow websites to collect personal information in exchange for free gifts or quiz/survey results. Websites that need to collect personal information (for processing orders, for example) **need to include a privacy policy** so that users understand how their information will be used. **The link to the site's privacy policy should be clearly visible on ALL pages where you're collecting personal information.**

The Privacy Policy should include the following information:

- Describe what personal information is collected.
- Describe how this information will be used by the company.
- Describe how this information will be transferred to third party companies.
- Provide instructions on how users can modify or delete their personal information.
- Provide instructions on how users can opt-out of future communications.

Finally, websites that collect sensitive personal information, such as bank details and credit card numbers, must use a secure processing server (https://) when collecting this information.