

Standards for Online Advertisements

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In an effort to improve the level and clarity of online advertising, SPIR is defining the standards for advertising formats that are used and supported. These standards give advertisers and ad designers, as well as website operators, the opportunity to design creative concepts according to specifications, or use a combination of elements to design new ones. The reason for this is to have consistent nomenclature, standards and advertising elements in mutual communication between advertisers, designers and implementers of internet ads. The objective is to streamline media buying and the production of material for advertising.

Standards for Basic Ad Formats

I. Recommended Ad Formats

Official Name	Dimensions in Pixels (WxH)	File Size (incl. rich media types – code + graphic + data, flash) *
Leaderboard	728x90	40 KB
Square	250x250	30 KB
Skyscraper	120x600	40 KB
Medium Rectangle	300x250	40 KB
Full Banner	468x60	20 KB

II. All Ad Formats

Class	Official Name	Alternative Name	Dimensions in Pixels (WxH)	File Size (incl. rich media types – code + graphic + data, flash) *	Notes and Recommendations
Button	Icon	Micro Bar, Micro Button	88x31	5 KB	
	Button 1		120x60	10 KB	
	Button 2		120x90	10 KB	
	Square Button	Square Banner	125x125	12 KB	
Banner	Full Banner	Leaderboard	468x60	20 KB	
	Half Banner		234x60	10 KB	
	Leaderboard	Ahead, Megabanner, Screen	700x100, 728x90 , 745x100, 750x100, 970x100, 998x100	40 KB	* dimension at request of content operator
	Megabanner	Leaderboard, Screen, Megaboard	728x120, 728x180, 728x200, 745x200, 750x200	40 KB	* dimension at request of content operator ** double the height of Leaderboard type
Rectangle	Square	Square Banner	250x250 , 300x300	30 KB	
	Overlayer	Interstitial	640x480, 800x600	40 KB	
	Rectangle		120x150, 120x300, 180x150	20 KB	* dimension at request of content operator
	Rectangle		300x250, 480x300, 500x300	40 KB	* dimension at request of content operator
Vertical Rectangle	Skyscraper	Skyscraper	120x600	40 KB	
	Wide Skyscraper	Skyscraper	160x600	40 KB	
	Half Page Ad		300x500, 300x600	40 KB	
	Medium Rectangle		300x250	40 KB	
	Vertical Rectangle		240x400	40 KB	
	Vertical Banner		120x240	30 KB	

* The size is understood to be data transmitted when displayed. If image cascading is managed by a code (a typical plug-in test and only then rich-media content or a rastered image is selected), the size is considered to be one element which is transmitted to the browser (a code, and with this code the design selected and used).

Notes:

1. The data size is at initiation of display and is calculated for rich-media types including scripts, libraries, form data and associated graphics necessary for the specific design (not general and joint elements of the advertising system), etc.
2. Turning on sound on the user's instruction (on/off control element, going over with mouse, etc.).
3. Speed of fluid animation max. 25 frames per second (max. differentiation of individual frames by the human eye). For animations created by alternating images (e.g. animated GIF slideshow), lower according to advertising codex (intrusive ad).
4. In the basic format as a graphic rectangular ad in the page content, automated calling and scripting, controlling of other page objects, page manipulation and interactions outside of the dimensions are banned, except for opening the page by clicking the mouse on the ad. For extensions see type descriptions.
5. Individual online content providers or advertising systems can have extended specifications above this standard (other max. data size, obligatory element, etc.).
6. Recommended raster graphic formats: GIF, animated GIF, JPG, PNG (for IE, with version 7 or above).
7. Recommended graphic formats for Adobe Flash: version 6. Scripting language: S2. Higher versions and AS3 language can be acceptable.
8. Part of the rich-media types of supplied documentation requiring launch of a plug-in in the browser is an alternative raster file of the same type.

III. Ad Format Types

Class	Official Name	Alternative Name	Recommended Ad Dimensions (Type)	Description	Notes	Technical Notes
Pop-up Window	Pop-up		250x250 square	Newly opened browser window initialized on opening page and setting as active (at front).	Limiting frequency: Each user should have max. one pop-up or pop-down ad displayed during a visit to the site (session). Content limitation: Window bar must be clearly marked with the operator and advertiser's name.	Technical limitation: opening in new window (<i>_blank</i> or not reserved window name) Usage impediment: many browsers have automated opening of new windows blocked in their default setting for safety reasons.
	Pop-under			Newly opened browser window initialised on opening page and setting as passive (at back of the open window, where the ad is positioned).		
						
Expandable layer	Rollout – i-layer	l-layer, Hisplash, Hi-splash	Any combination from the basic dimensions (468x60 – 468x300, etc.)	From the basic element after moving the mouse (interaction beyond the area of basic dimensions) and/or automatically on opening the page additional advertising graphics covering the page content “roll out” – this extending the advertising area. Within a max. 15 seconds it is automatically hidden and only the basic part stays visible.	Limiting frequencies. In the expanded part there is a button visible for closing it. Prevention of accidental expansion – delayed expansion after 1 second of keeping the mouse on the basic part.	The ad is made up of two graphic elements for the basic and expanded part. In case of interactive format (flash), one element can be used for both parts of the display with the relevant functions for controlling the JavaScript used (see documents).
Overlayer	Overlayer		640x480, 800x600	A layer with an advert partially covering the content; on finishing it is removed from the (visible) window.	Limiting frequencies: Each user should have max. one pop-up or pop-down ad displayed during their visit to the site (session). Content limitation: the ad must contain a visible control element for closing (removing) the ad.	

Class	Official Name	Alternative Name	Recommended Ad Dimensions (Type)	Description	Notes	Technical Notes
	Interstitial	In-page Advertising	640x480, 800x600	Ad displayed before required page content and entirely covering content. Time limit: up to 15 seconds, automatic removal and display of the required page.	Limiting frequencies: Each user should have max. one pop-up or pop-down ad displayed during their visit to the site (session). Content limitation: The ad must contain a visible control element for closing (removing) the ad. The ad or ad space must contain a visible link, "Skip", to go immediately to the required page.	
	Sildeover	Foil, Bent, Peeloover	Full window size (relative dimensions)	Ad displayed on opening page over the content, filling the whole window. User interaction (typically by moving the mouse) with a visible element in the (top) corner hides the ad and it remains in the small format.	Limiting frequencies.	
	Sticky Ad	Cosmic Pilot, Floating Ad	any class	The ad is positioned towards the sides of the window and not the document; when the document is moved so is the ad. It can start with a fluid transfer to the target location (e.g. "falling" into position in the bottom corner).	Limiting frequencies. It must contain a closing button, if it partially covers content (typically positioned on the top or bottom bar).	
	Out of the Box	Sticky Ad	any class of smaller dimensions	The ad moves along a defined track (diagonal, etc.) within the browser window, in a max. 15 seconds it disappears.	Limiting frequencies. It must contain a closing button.	
Modifying page	Cursor Banner	Cosmic Cursor	class button	The ad is positioned by the mouse cursor. As a rule, it is combined with another form in a static position (basic display in content, etc.)		Type of ad that cannot be clicked.
	Watermark	Watermark		The ad is set as an image in the background of the document – text.		Type of ad that cannot be clicked.
	Intext		text, 100x80 logo, 250x250, video	The ad defines words in the text by underlining. On scrolling mouse over the word an ad appears by the word.	Time limited display, closing button.	
	Skinning	Moding		Graphic style of the page is decided by sponsor/client – letter colouring, replacement of specific letters with symbols, background elements, and images in background.		Type of ad that cannot be clicked.

Class	Official Name	Alternative Name	Recommended Ad Dimensions (Type)	Description	Notes	Technical Notes
Some business names for designs and modifications	Page Peel			Rollout class banner positioned towards left or right top corner. Visually inducing separate corner. On scrolling over with mouse, the ad peels open to the side and down.		
	Corner Banner		class button, rectangle	Banner with transparent background in right or left top corner. Visually as a diagonal stripe across the corner of the page content.		

Notes:

1. Ads covering content are among the most aggressive formats. Always used with some limitation of display for the user and time (frequency).
2. Ads covering content are among the most aggressive formats. Ads covering content must contain a close/remove button.
3. If ads are created with a design containing scripting language, all changes in appearance must be on the page (unpacking, hiding, scrolling with mouse, etc.) communicated from the design communicating by JavaScript or events to a plug-in, if supported by technical specifications:
 - Mouse over basic dimension: `variable_starterIn()`, mouse leaving basic dimension: `variable_starterOut()`,
 - Mouse over unpacked dimension: `variable_layerIn()`, mouse leaving unpacked dimension: `variable_layerOut()`,
 - Button for closing layer part of banner: `variable_close()`,
 - Similarly with examples in relevant instructions (the word "variable" is replaced with an assigned chain or dynamic value on opening the banner).
4. Other types of display not described here arise with a combination of current ones – a combination on the script level for design or logic selection of the advertising system (simultaneous display of 2 specific banners, e.g. a banner in the content and a cosmic cursor).
5. For problem-free communication between ad designers, advertisers/agencies and content providers, use the name from the "Official Name" column and the following link to other types will define the behaviour.

IV. Standards for Text Ads

Category	Name	Size	Recommendations
Text Ad	Text Tip	35 or 45 characters	No. of characters incl. spaces.
Text Ad	Hypertext, intext bubble	75, 100 or 300, characters	No. of characters incl. spaces.
Text Ad with Graphics	Hypertext + logo, intext bubble with logo	Logo - 60x40 , 60x60, 120x60 Text - 75 or 100 characters	No. of characters incl. spaces, logo – only GIF or JPG format.
PR Articles	PR Articles	Logo 60x60 Title 60 characters max. Lead paragraph 200 characters max. Text of the article 1800 characters max.	No. of characters incl. spaces, logo – only GIF or JPG format, indication to show it is an ad (commercial communication, PR article, ad, etc.).
	Lead paragraph	Lead paragraph 200 characters	Indication to show it is an ad (commercial communication, PR article, ad, etc.). Link leading right to the target page and not to media article.
Newsletter Sponsorship	Newsletter Sponsorship	Logo 60x60 or 120x60 Text 100 or 250 characters max.	No. of characters incl. spaces, logo – only GIF or JPG format.

Note: For text ads, the method of positioning on the page, image and format (dimensions) are not specified.

V. Standards for Broadband Video Commercials

Standard	Recommendations
Positioning	Possible ad positioning (according to operator specifications): - Pre Roll = before viewing required content - Mid Roll = during viewing of required content - Post Roll = after viewing required content Required content can include streaming video, animation and games or other interactive elements.
Panel Size	Recommended minimum is 300x225
Page Ratio	4:3 (e.g. 400x300) or 16:9 (e.g. 720x480)
Bit Rate	Recommended minimum is 200Kbps, sound mono 48kbit
Spot Length	Pre & Mid Roll = recommended length 10sec Post Roll = limit not set
Limited display	Set by operator
Ratio of Length of Ad Display vs. Content	Set by operator
Ad Interactivity	Permitted according to operator's specifications.
Controls	Obligatory controls: - Start/Stop - Sound volume On/Off Fast rewind during the spot is not permitted.

Definition:

For the simple orientation of all subjects involved (media operators, advertisers), SPIR recommends using unified nomenclature – “broadband video commercial”. Other names, such as video-stream ads, in-stream ads, in-video ads, streaming ads, etc., are confusing, and their usage is therefore not recommended. A broadband video commercial may be part of the content video-players on websites (see positioning regarding content video) and independently as banner content (rectangle class). Standards for a broadband video commercial do not include streaming audio ads and standards for measuring broadband video commercials.

Positioning:

A broadband video commercial can be displayed before, during or after viewing the required content, but is not limited within the environment of online games, video and audio content within special players. Standards include both live and archived content. The broadband video commercial is located in existing player and/or as banner content with their own player and video loading through to interaction (scrolling with the mouse, or launching a controlling element on a banner player).

Panel Size:

The recommended size of the display panel is 300x225, which permits the positioning of the broadband video commercial in the supported universal ad format of 300x250 (including 300x25 pixel space for the control panel). The broadband video commercial may be used and launched (initiated player with the ad) in any banner dimensions in any class (rectangle class is recommended).

Interactivity of Broadband video commercial:

Every online media operator may set their own limits for ad interactivity. This eligibility concerns:

- Clicking options
- Video Hot Spot – broadband video commercial may contain a cursor which can change to a “hand” when moving the mouse over the broadband video commercial window in places that contain interactive elements.

A Broadband video commercial may link to several advertisers / information about products. The broadband video commercial as independent content in the banner must have the sound off by default. The sound may be turned on with the user’s instruction and with interaction (scrolling the mouse over the banner) and switched off with a visible button or by moving the mouse from the area.

VI. General Rules for Positioning Ads on Page

1. An ad must be clearly marked:
 - a. With the word “ad” close to the ad location or a block of ads (block of text ads).
 - b. With graphic separation from the content, if it could be confused with the content – with a black frame around the ad space on the webpage with a white background or other graphic elements.
2. An ad affecting the content or otherwise preventing normal reading and manipulation with the content (“aggressive advertising”) must contain a visible button for removal, if other specification does not arise from the format (e.g. cursor banner).
3. Content providers have the right to extend the limits beyond the specifications (typically maximum data size) or, vice versa, decrease limits. Advertisers may use such changes of the proprietary limits in the knowledge that the ad will not be accepted by another content provider.