

T1 Creative Specs - Display (Desktop/Laptop)

Creado por Sean Han, modificado por última vez en mar 29, 2016

- TerminalOne Creative Specifications
 - Display (Desktop/Laptop)
 - File Types
 - Display Standard Banners
 - File Size
 - Video/Animation Guidelines
 - Z-index range
 - Dimensions
 - Display Rich Media: In Banner Video
 - File Size
 - Video/Animation Guidelines
 - Z-index Range
 - Minimum Required Controls
 - Dimensions
 - Display Rich Media: Expandables
 - File Size
 - Z-index Range
 - Video/Animation Guidelines
 - Minimum Required Controls
 - Dimensions
 - Supported Vendors
 - Display Custom Ad Formats
 - Third Party Ad Server Requirements
 - Ad Tag Types
 - Server Response Time
 - Click Tracking Macros
 - Dynamic Creative
 - Bulk Third Party Ad Servers
 - TerminalOne Ad Server Requirements
 - Supported File Types
 - SWF clickTag
 - Third Party Tracking

TerminalOne Creative Specifications

Display (Desktop/Laptop)

File Types	<ul style="list-style-type: none">• Image (Gif, JPG, PNG), SWF, HTML5• HTML5 currently supported for 3rd party Ad Servers only.
-------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------

Display Standard Banners

File Size	<p>Third Party Ad Servers</p> <ul style="list-style-type: none">• Recommended max initial file load size: 150kb• Host-initiated subload (i.e. polite load): N/A <p>TerminalOne Ad Server</p> <ul style="list-style-type: none">• 110kb max uploadable filesize• Host-initiated subload (i.e. polite load): N/A
------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Video/Animation Guidelines	15 sec max animation length
-----------------------------------	-----------------------------

Z-index range	0 - 4,999
----------------------	-----------

Dimensions	<ul style="list-style-type: none"> There are no restrictions on dimensions in TerminalOne, as any width and height can be specified upon creative upload. The creative is eligible for bidding on any supply of matching dimensions. Examples: IAB Universal Ad Package (300x250, 180x150, 160x600, 728x90), Super Leaderboard (970x90), Half Page/Filmstrip (300x600), Billboard (970x250), Portrait (300x1050), 468x60, 120x600, 336x280, 320x180, 250x250, 980x120, 320x50, 274x154, 640x360, 1920x1080, 300x100, 1800x100
-------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Display Rich Media: In Banner Video

File Size	<p>Third Party Ad Servers</p> <ul style="list-style-type: none"> Recommended max initial file load size: 150kb Host-initiated subload (i.e. polite load): 100kb <p>TerminalOne Ad Server</p> <ul style="list-style-type: none"> Not currently available
------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Video/Animation Guidelines	<ul style="list-style-type: none"> 24 FPS 15 sec max length (unlimited user-initiated) 1.1MB max file size for host-initiated video (unlimited user-initiated).
-----------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Z-index Range	0 - 4,999
----------------------	-----------

Minimum Required Controls	<ul style="list-style-type: none"> Video may omit controls until user initiates interaction. Upon user interaction, video controls must include Play, Pause, Mute or volume control to zero (0) output Use control attributes in the HTML5 video tag for controls instead of providing custom assets for displaying controls
----------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Dimensions	<ul style="list-style-type: none"> There are no restrictions on dimensions in TerminalOne, as any width and height can be specified upon creative upload. The creative is eligible for bidding on any supply of matching dimensions. Common sizes: 300x250, 180x150, 160x600, 728x90, 300x600
-------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Display Rich Media: Expandables

File Size	<p>Third Party Ad Servers</p> <ul style="list-style-type: none"> Recommended max initial file load size: 150kb Host-initiated subload (i.e. polite load): 300kb <p>TerminalOne Ad Server</p> <ul style="list-style-type: none"> Not currently available
------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Z-index Range	5,000 - 1,999,999 (for entire ad unit)
----------------------	----------------------------------------

Video/Animation Guidelines	<ul style="list-style-type: none"> 24 FPS 15 sec max length (unlimited user-initiated) 1.1MB max file size for host-initiated video (unlimited user-initiated).
-----------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Minimum Required	<ul style="list-style-type: none"> "Control = "Close X" on expanded panel and ""Expand"" on collapsed panel
-------------------------	----------------------------------------------------------------------------------------------------------------------------

Controls	<p>Font = 8pt (11px) - 16pt (21px)</p> <ul style="list-style-type: none"> Retract Feature = Either Click to close/expand or Enable Mouse-Off Retraction Video may omit controls until user initiates interaction. Upon user interaction, video controls must include Play, Pause, Mute or volume control to zero (0) output Use control attributes in the HTML5 video tag for controls instead of providing custom assets for displaying controls"
-----------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Dimensions	<p>Unexpanded</p> <ul style="list-style-type: none"> 300x250 180x150 160x600 300x600 728x90 	<p>Expanded</p> <ul style="list-style-type: none"> 600x250 600x150 600x600 600x600 728x315
-------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------

Supported Vendors	AdGear, Cossette, Conversant, EyeReturn, FlashTalking, Doubleclick Campaign Manager, Oggifinoggi, Pointroll, Sizmek, Spongecell, TruEffect
--------------------------	--------------------------------------------------------------------------------------------------------------------------------------------

Display Custom Ad Formats

Looking for something specific? Please contact your MediaMath Platform representative to inquire about availability. Many custom ad formats are available via Deal ID (Publisher consultation required) that cannot be found on open supply.

- Additional lead time and thorough testing prior to launch strongly recommended.
- Example formats: Native, Skins, Custom Expandables, Pushdown, Sidekick, Slider

Third Party Ad Server Requirements

- For Flash Version and Flash clickTag requirements, please refer to your Ad Server's documentation.
- All trafficking should be tested/QA'd prior to launch to ensure proper functionality.

Ad Tag Types	<ul style="list-style-type: none"> Javascript (preferred), IFRAME and Standard HTML (a href/img src). Ad Tags may include appended or nested 4th party tags Secure (https://) tags strongly recommended as numerous exchanges/SSPs require secure tags in order to bid.
---------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Server Response Time	All content must render within 2s of ad request (e.g. static banner appears, first frame of animated or in-banner video)
-----------------------------	--------------------------------------------------------------------------------------------------------------------------

Click Tracking Macros	Ad Tag must allow TerminalOne to pass in a T1 click tracking macro as a query string parameter or a variable. T1 offers either unencoded, encoded, or double encoded click tracking macros depending on 3PAS needs
------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Dynamic Creative	Dynamic Creative for Display and Mobile is available via the 3P vendor of your choice. Please contact your Account Representative to discuss.
-------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------

Bulk Third Party Ad Servers	<ul style="list-style-type: none"> Atlas: xlsx (Facebook), .html (pre-Facebook) DoubleClick Campaign Manager: .xls, .txt Sizmek: .txt Conversant: .txt
------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

TerminalOne Ad Server Requirements

Supported File Types	Image, SWF, coming soon: HTML5
-----------------------------	--------------------------------

SWF clickTag	<ul style="list-style-type: none"> clickTag is a click tracking method created by Adobe (formerly Macromedia) for rich media banners designed with Flash. In short, you need to insert a <i>transparent button</i> into the top-most layer of your Fla
---------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

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.

- Supported syntax: clickTag, clickTAG, clickTAG1, clicktag
- Multiple clicktags not supported
- **SWFs must accept a secure (https://) URL as a clickTag value.**
 - This is a bad practice that will be incompatible with T1AS by April 1st 2016.
 - **Creatives not made in this manner will not click through.**

Bad example (do not do this) - validates for non-secure (<http://>) URLs only.

ActionScript 2.0

```
on (release) {
    if (clickTAG.substr(0, 5) == "http:") {
        geturl (clickTAG, "_blank");
    }
}
```

ActionScript 3.0

```
MyClickTagButton.addEventListener(
    MouseEvent.CLICK,
    function():void {
        if (root.loaderInfo.parameters.clickTAG.substr(0,5) == "http:") {
            navigateToURL(
                new URLRequest(root.loaderInfo.parameters.clickTAG), "_blank"
            );
        }
    }
);
```

Good example 1 - validates for "http" only:

ActionScript 2.0

```
on (release) {
    if (clickTAG.substr(0, 4) == "http") {
        geturl (clickTAG, "_blank");
    }
}
```

ActionScript 3.0

```
MyClickTagButton.addEventListener(
    MouseEvent.CLICK,
    function():void {
        if (root.loaderInfo.parameters.clickTAG.substr(0,4) == "http") {
            navigateToURL(
                new URLRequest(root.loaderInfo.parameters.clickTAG), "_blank"
            );
        }
    }
);
```

Good example 2 - validates for "http:" or "https:" URLs:

```
ActionScript 2.0
on (release) {
    if (clickTAG.substr(0, 5) == "http:" || clickTAG.substr(0,6) == "https:") {
        geturl (clickTAG, "_blank");
    }
}
```

```
ActionScript 3.0
MyClickTagButton.addEventListener(
    MouseEvent.CLICK,
    function():void {
        if (root.loaderInfo.parameters.clickTAG.substr(0,5) == "http:" || root.loaderInfo.parameters.clickTAG.substr(0,6) == "https:") {
            navigateToURL(
                new URLRequest(root.loaderInfo.parameters.clickTAG), "_blank"
            );
        }
    }
);
```

Good example 3 - no URL/protocol validation:

```
ActionScript 2.0
on (release) {
    geturl (clickTAG, "_blank");
}

ActionScript 3.0
MyClickTagButton.addEventListener(
    MouseEvent.CLICK,
    function():void {
        navigateToURL(
            new URLRequest(root.loaderInfo.parameters.clickTAG), "_blank"
        );
    }
);
```

Third Party Tracking

Additional tracking can be appended. Secure (<https://>) tags strongly recommended as numerous exchanges/SSPs require secure tags in order to bid.

T1 Creative Specs - Mobile

Creado por Sean Han, modificado por última vez en mar 03, 2016

- TerminalOne Creative Specifications
 - Mobile
 - File Types
 - MRAID
 - Mobile Standard Banners
 - File Size
 - Video/Animation Guidelines
 - Z-index range
 - Dimensions
 - Mobile Interstitial
 - File Size
 - Video/Animation Guidelines
 - Z-index Range
 - Dimensions
 - Unit Specific Notes
 - Mobile Custom Ad Formats
 - Third Party Ad Server Requirements
 - Ad Tag Types
 - Server Response Time
 - Click Tracking Macros
 - Dynamic Creative
 - Bulk Third Party Ad Servers
 - TerminalOne Ad Server Requirements
 - Supported File Types
 - Third Party Tracking

TerminalOne Creative Specifications

Mobile

File Types	<ul style="list-style-type: none">• Image• SWF with backup Image (backup image will be used)• HTML5 (available for 3rd party ad servers only)
-------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

MRAID	MRAID 1.0 and MRAID 2.0 enabled supply not currently available
--------------	----------------------------------------------------------------

Mobile Standard Banners

File Size	Recommended max initial file load sizes Third Party Ad Servers <ul style="list-style-type: none">• Smartphone: 50kb
------------------	----------------------------------------------------------------------------------------------------------------------------------------------------

- Tablet: 150kb
- FeaturePhone: 5kb

TerminalOne Ad Server

- Smartphone: 50kb
- Tablet: 110kb (max uploadable filesize)
- FeaturePhone: 5kb

Video/Animation Guidelines

15 sec max animation length

Z-index range

0 - 4,999

Dimensions

- There are no restrictions on dimensions in TerminalOne, as any width and height can be specified upon creative upload. If inventory with corresponding dimensions exists and is targeted by your campaign, it can be accessed.
- Sample: 300x50, 320x50, 300x250, 728x90, 160x600, 640x240, 468x60, 336x280, 320x480, 120x600, 120x20, 168x28, 216x38

Mobile Interstitial

File Size

Third Party Ad Servers

- Standard Interstitial
 - Recommended max initial file load size: 150kb
- Rich Interstitial
 - Recommended max initial file load size: 150kb
 - Recommended host-initiated subload: 300kb

TerminalOne Ad Server

- Standard Interstitial:
 - Max uploadable file size: 110kb

Video/Animation Guidelines

Standard Interstitial: N/A

Rich Interstitial:

- Minimum 24 fps for video
- 15 sec max length
- 30 sec max length for video (unlimited user-initiated)
- 2.2 MB max file size for host-initiated video (unlimited user-initiated)

Z-index Range	0 - 4,999
Dimensions	<ul style="list-style-type: none"> • Examples: 480x320, 320x480, 768x1024, 300x250 • TerminalOne will respond to any interstitial bid request that specifies a matching size. Above are the most common interstitial sizes. MRAID is not yet supported.
Unit Specific Notes	<ul style="list-style-type: none"> • Javascript ad tags are required to ensure proper functionality • Landing pages must be mobile optimized • MRAID not currently supported

Mobile Custom Ad Formats

Looking for something specific? Please contact your MediaMath Platform representative to inquire about availability. Many custom ad formats are available via Deal ID (Publisher consultation required) that cannot be found on open supply.

- Additional lead time and thorough testing prior to launch strongly recommended.
- Example formats: Native, Custom Expandables, Custom Interstitial, Mobile Rising Stars.

Third Party Ad Server Requirements

- For Flash Version and Flash clickTag requirements, please refer to your Ad Server's documentation.
- All trafficking should be tested/QA'd prior to launch to ensure proper functionality.

Ad Tag Types	<ul style="list-style-type: none"> • Javascript (preferred), IFRAME and Standard HTML (a href/img src). • Ad Tags may include appended or nested 4th party tags • Secure (https://) tags strongly recommended as numerous exchanges/SSPs require secure tags in order to bid.
Server Response Time	All content must render within 2s of ad request (e.g. static banner appears, first frame of animated or in-banner video)
Click Tracking Macros	Ad Tag must allow TerminalOne to pass in a T1 click tracking macro as a query string parameter or a variable. T1 offers either unencoded, encoded, or double encoded click tracking macros depending on 3PAS needs
Dynamic Creative	Dynamic Creative for Mobile is available via the 3P vendor of your choice. Please contact your Account Representative to discuss.
Bulk Third Party Ad Servers	<ul style="list-style-type: none"> • Atlas: xlsx (Facebook), .html (pre-Facebook) • Doubleclick Campaign Manager: .xls, .txt • Sizmek: .txt • Conversant: .txt

TerminalOne Ad Server Requirements

Supported File Types

Image, SWF, coming soon: HTML5

Third Party Tracking

Additional tracking can be appended. Secure (<https://>) tags strongly recommended as numerous exchanges/SSPs require secure tags in order to bid.

T1 Creative Specs - Video

Creado por Sean Han, modificado por última vez por Adi Jain el ago 04, 2016

- TerminalOne Creative Specifications
 - Linear In-Stream Video
 - Supported Standards
 - VPAID
 - Insertion Point
 - Companion Ad Types
 - Companion Ad Sizes
 - Recommended Companion Banner Max File Size
 - Third Party Event Trackers
 - Video Custom Ad Formats
 - Third Party Ad Server Requirements
 - Supported File Types
 - Server Response Time
 - Supported Video Ad Servers
 - Dynamic Creative
 - Rotating Creative
 - Additional Specs
 - TerminalOne Ad Server Requirements
 - Uploadable File Formats
 - Maximum Uploadable Filesize

TerminalOne Creative Specifications

Linear In-Stream Video

Supported Standards	VAST 1.0, VAST 2.0, VAST 3.0* <i>*VAST 3.0 is in the process of being adopted and scale may be limited at this time</i>
VPAID	VPAID 1.0 and 2.0 <i>* VPAID support is limited to 3rd party ad servers.</i>
Insertion Point	Pre-roll, mid-roll, post-roll
Companion Ad Types	.swf, .jpg, .png, .gif, 3P ad tag (IFRAME URL or complete tag markup)

Companion Ad Sizes	300x250, 728x90, 300x600
Recommended Companion Banner Max File Size	<p>Third Party Ad Server</p> <ul style="list-style-type: none"> Recommended max initial file load size: 150kb Host-initiated subload (i.e. polite load): N/A <p>TerminalOne Ad Server</p> <ul style="list-style-type: none"> 110kb max uploadable filesize
Third Party Event Trackers	<ul style="list-style-type: none"> Impression, Video Click-through, First Quartile (25% Watched), Midpoint (50% Watched), Third Quartile (75% Watched), Complete View (100% Watched), Pause, Mute, Close, Resume, Rewind, Unmute, Expand (Previously Maximize), Collapse (Previously Minimize), Fullscreen, Accept Invitation, Creative View, Start, Skip (Skippable Creatives Only), Engaged (Skippable Creatives Only) Secure (https://) tags strongly recommended as numerous exchanges/SSPs require secure tags in order to bid.

Video Custom Ad Formats

Looking for something specific? Please contact your MediaMath Platform representative to inquire about availability. Many custom ad formats are available via Deal ID (Publisher consultation required) that cannot be found on open supply.

- Additional lead time and thorough testing prior to launch strongly recommended.
- Example formats: Video Rising Stars, non IAB standard (ads longer than 30s)

Third Party Ad Server Requirements

Secure (<https://>) tags strongly recommended as numerous exchanges/SSPs require secure tags in order to bid.

Supported File Types	<ul style="list-style-type: none"> Consult your 3PAS provider to ensure all common movie file formats are available. Mp4, webm, flv are strongly recommended. RTMP mimetypes are not supported
Server Response Time	All content must render within 2s of ad request
Supported Video Ad Servers	To guarantee delivery please consult the Knowledge Base to ensure the 3rd Party Ad Server has been certified by MediaMath: https://kb.mediamath.com/wiki/x/I4IX
Dynamic Creative	Dynamic Creative for Video is not currently supported. Please check back soon.

Rotating Creative

Any VAST tag that changes its content for each ad call (i.e. rotating creative) is not currently supported

Additional Specs

- Wrappers: No more than 2 nested VAST wrappers are recommended
- For additional specs please visit this page - <https://kb.mediamath.com/wiki/x/l4lX>

TerminalOne Ad Server Requirements**Uploadable File
Formats**

- .flv, .mp4, .avi, wmv, .mpeg1/2, .webm, .mov*
- Original files must be provided in the noted formats. MediaMath will automatically encode the file into variants that adhere to the common specs available on all exchanges.
- Accepted File Codecs: <https://kb.mediamath.com/wiki/x/C4XO>

** ProRes encoded files will not be transcoded, but will be used to generate a VAST which can serve on opportunities that support that specific file type.*

**Maximum
Uploadable
Filesize**

1 GB