

# CUAP Summary Document FINAL, May 2008

## Definitions

**Standard creative** = gif, jpg and standard Flash 40k (or under)

**Rich Media creative** = Any of: Expandable, Floating (Over-The-Page), creative over 40, with "polite" download

## Ad Creative Due Dates

**Standard creative** must be submitted to Publisher 3 days prior to live date

**Rich Media, Video creative** should be sent to Publisher at least 5 days prior to live date.

**NOTE:** If Advertiser or Agency is using a 3rd Party Vendor to serve creative, it is recommended that creative be submitted to Vendor 10 days prior to live date.

| CUAP Format                                                       |           | In-Unit (In-Page) Ads                                                                                                 |                                            | Expandable Ads                                                                                                                                                                                                                                                                                            |                      |                                            | Floating (Over-The-Page (OTP)) Ads                                                                                                                                       |               |
|-------------------------------------------------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|--------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
|                                                                   |           | Standard                                                                                                              | Rich Media                                 | Rich Media                                                                                                                                                                                                                                                                                                |                      |                                            | Rich Media                                                                                                                                                               |               |
|                                                                   |           | File Size                                                                                                             | File Size                                  | File Size                                                                                                                                                                                                                                                                                                 | Expanded Size (Down) | Expanded Size (Left)                       | File Size                                                                                                                                                                | Floating Size |
| Leaderboard (728x90)<br>Big box (300x250)<br>Skyscraper (160x600) | 40k       | 40k initial load, 2.2mb progressive load*1                                                                            | 40k initial load, 2.2mb progressive load*1 | 728x360                                                                                                                                                                                                                                                                                                   | n/a                  | 80k initial load, 2.2mb progressive load*1 | Check Ad Features By Publisher Database*2 for Publisher-specific ad size restrictions.                                                                                   |               |
|                                                                   |           |                                                                                                                       |                                            | n/a                                                                                                                                                                                                                                                                                                       | 600x250              |                                            |                                                                                                                                                                          |               |
|                                                                   |           |                                                                                                                       |                                            | n/a                                                                                                                                                                                                                                                                                                       | 320x600              |                                            |                                                                                                                                                                          |               |
| Functionality                                                     | Animation | *Up to 30 seconds automatic. Unlimited during interaction.                                                            |                                            | * Up to 30 seconds automatic. Unlimited during interaction.<br>* <u>Expandable only on user interaction.</u><br>- If Expanding on roll-over, retract on roll-off.<br>- If Expanding on click, retract by using 'Close X' box.<br>* 'Close X' button top right, Arial 12pt(in Word) or 16pt(in Photoshop). |                      |                                            | * Up to 10 seconds floating component. Unlimited during interaction.<br>* 'Close X' button top right, Arial 12pt(in Word) or 16pt(in Photoshop).                         |               |
|                                                                   | Audio     | User-initiated on click only. If using audio a functioning on/off button is required. Volume control is optional.     |                                            |                                                                                                                                                                                                                                                                                                           |                      |                                            |                                                                                                                                                                          |               |
|                                                                   | Flash     | Maximum 30 frames/second, up to and including Flash 8.0. (NOTE: Backup .gif or .jpg required with all Flash creative) |                                            |                                                                                                                                                                                                                                                                                                           |                      |                                            |                                                                                                                                                                          |               |
|                                                                   | General   |                                                                                                                       |                                            | * Call to action ("roll-over to expand" or "click to expand") recommended, so that the user understands ad functionality.                                                                                                                                                                                 |                      |                                            | * Floating (OTP) units are available with/without companion ads*2<br>* Floating component should be frequency capped*2<br><b>Check Ad Features By Publisher Database</b> |               |

**In-Stream Video Ads** (Can run before, during or after publisher video content. Also referred to as "pre-roll" video advertising)

| Length                                   | Aspect Ratio  | Raw file size  | Supporting Ad         | Audio                  | Accepted Codecs              | Container        | Functionality  |
|------------------------------------------|---------------|----------------|-----------------------|------------------------|------------------------------|------------------|----------------|
| Up to 15 seconds*2<br>Up to 30 seconds*2 | 16:9 or 4:3*2 | Minimum 2 Mbps | Varies by publisher*2 | May play automatically | MPEG2, WMV, H.264/AAC, MPEG4 | .mov, .avi, .wmv | Maximum 30 fps |

\*1 - Larger progressive file size available (up to 4.4 mb), but must be arranged with Rich Media vendor in advance. NOTE: All 3rd Party Vendor and polite download costs are paid by Advertiser.

\*2 - Please see **Ad Features By Publisher Database** for details

\*3 - IAB Canada CUAP does **NOT** support any of the following:

- \* Pop-up or Pop-under ads
- \* Ads with audio on. Except for Video ads in a Video Channel, ALL audio must be initiated by the user, on click.
- \* Pre-expanded ads

## NEW! Creative Naming Convention:

language\_size\_client\_campaign\_typeversion01,02,03etc.

**Example:** en\_300x250\_gm\_cadillac\_c01.swf

**Example:** en\_300x250\_gm\_cadillac\_t01.txt

## TypeVersion

c01 or t01 at the end of each ad name stands for 'creative version one' or 'tag version one'.

If creative is revised and resent to Publishers, then the version should be changed to c02, c03 etc., or t02 (for adops only), so that the latest version of ad creative can be identified easily.

## Date Stamp

When creative has been received by Publisher ad operations, a date stamp will be added to the end of the creative as follows:

language\_size\_client\_campaign\_c01\_yearmonthday

**Example:** en\_300x250\_gm\_cadillac\_c01\_081204.swf