

Platform	Size (1)	Max Expanded Dimensions / Director (2)	Accepted MG, Rich Media File Types (3)	Copy Max Character Limit Including any requirements with the file (4)	Initial Load (6)	Subload (6)	User Initiated Download (6)	Max. Number of Initial Load File Requests (7)	Max CPU Load (8)	Rate Ratio Image / Video (9)	Animation Length (10)	Looping (11)	Frames Rate (12)	Animation Guidelines	Audio	Page-Load Initiated Expendable Requirements (13)	User-Initiated Expendable Requirements (14)	In-Banner Video Requirements (15)	Video Formats Accepted (16)	1st Party Tracked (17)	2nd Party Tracked (18)	3rd Party Creative Tags (19)	3rd Party Click (20)	Deliver Assets # Days Before Launch (21)	Additional Notes			
<p>NOTE: Specs have been updated to reflect the new IAB LEAN Standards. To see details of what specs have changed, please see the Old Specs vs LEAN Specs tab.</p>																												
Leadboard	desktop, tablet	728x90	No directional or sideways expansion of an ad is allowed. All ads must expand to cover full screen. If expanded creative size is not full screen, it must be placed in center of screen.	gif, jpg, png, HTML5 (JS)	N/A	150k	300k	Unlimited	10	30%	N/A	15	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user click or tap. * Hover to expand is not allowed. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	<ul style="list-style-type: none"> * Must have 50% of pixels in view before video play start. * Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. * Required Controls: Play, Pause, Rewind, Volume * File quality: Recommended 24 fps minimum. 	* Hosted: .mov, .mp4, .webm	Yes	Yes	Yes	Yes	Yes	Yes	<ul style="list-style-type: none"> * All creative assets must be delivered over HTTPS * Must include IBA self-regulation controls (Ad Choices logo) for ads using behavioral targeting.
Medium Rectangle	desktop, tablet, mobile, AMP	300x250	No directional or sideways expansion of an ad is allowed. All ads must expand to cover full screen. If expanded creative size is not full screen, it must be placed in center of screen.	gif, jpg, png, HTML5 (JS)	N/A	150k	300k	Unlimited	10	30%	N/A	15	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user click or tap. * Hover to expand is not allowed. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	<ul style="list-style-type: none"> * Must have 50% of pixels in view before video play start. * Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. * Required Controls: Play, Pause, Rewind, Volume * File quality: Recommended 24 fps minimum. 	* Hosted: .mov, .mp4, .webm	Yes	Yes	Yes	Yes	Yes	<ul style="list-style-type: none"> * All creative assets must be delivered over HTTPS * Must include IBA self-regulation controls (Ad Choices logo) for ads using behavioral targeting. 	
Staff Page	desktop, tablet	300x600	No directional or sideways expansion of an ad is allowed. All ads must expand to cover full screen. If expanded creative size is not full screen, it must be placed in center of screen.	gif, jpg, png, HTML5 (JS)	N/A	200k	400k	Unlimited	10	30%	N/A	15	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user click or tap. * Hover to expand is not allowed. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	<ul style="list-style-type: none"> * Must have 50% of pixels in view before video play start. * Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. * Required Controls: Play, Pause, Rewind, Volume * File quality: Recommended 24 fps minimum. 	* Hosted: .mov, .mp4, .webm	Yes	Yes	Yes	Yes	Yes	<ul style="list-style-type: none"> * All creative assets must be delivered over HTTPS * Must include IBA self-regulation controls (Ad Choices logo) for ads using behavioral targeting. 	
Portrait	desktop, tablet	320x1000 divided into 3 segments	No directional or sideways expansion of an ad is allowed. All ads must expand to cover full screen. If expanded creative size is not full screen, it must be placed in center of screen.	gif, jpg, png, HTML5 (JS)	N/A	250k	500k	Unlimited	10	30%	N/A	15	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user click or tap. * Hover to expand is not allowed. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	<ul style="list-style-type: none"> * Must have 50% of pixels in view before video play start. * Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. * Required Controls: Play, Pause, Rewind, Volume * File quality: Recommended 24 fps minimum. 	* Hosted: .mov, .mp4, .webm	Yes	Yes	Yes	Yes	Yes	<ul style="list-style-type: none"> * All creative assets must be delivered over HTTPS * Must include IBA self-regulation controls (Ad Choices logo) for ads using behavioral targeting. 	
Billboard (Standard)	desktop	970x250	No directional or sideways expansion of an ad is allowed. All ads must expand to cover full screen. If expanded creative size is not full screen, it must be placed in center of screen.	gif, jpg, png, HTML5 (JS)	N/A	250k	500k	Unlimited	10	30%	N/A	15	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	<ul style="list-style-type: none"> * On page load, duration full width / height * * Persistent, values close button (14x14 or larger) * * On close, only soft collapse to 570x250, it will expand to 970x250 on user initiated click 	<ul style="list-style-type: none"> * Must have 50% of pixels in view before video play start. * Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. * Required Controls: Play, Pause, Rewind, Volume * File quality: Recommended 24 fps minimum. 	* Hosted: .mov, .mp4, .webm	Yes	Yes	Yes	Yes	Yes	<ul style="list-style-type: none"> * Must Have a Frequency Cap of 1/24 hrs * 1) User / Ad / Day cap * GM approval needed for sponsorships * Billboards cannot be used for standalone video studies * An example DON'T: https://imgur.com/7ubmgw.png * All creative assets must be delivered over HTTPS * Must include IBA self-regulation controls (Ad Choices logo) for ads using behavioral targeting. 			
Upper Left Corner (Standard)	desktop	970x60	No directional or sideways expansion of an ad is allowed. All ads must expand to cover full screen. If expanded creative size is not full screen, it must be placed in center of screen.	gif, jpg, png, HTML5 (JS)	N/A	200k	400k	Unlimited	10	30%	N/A	15	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user click or tap. * Hover to expand is not allowed. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	<ul style="list-style-type: none"> * Must have 50% of pixels in view before video play start. * Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. * Required Controls: Play, Pause, Rewind, Volume * File quality: Recommended 24 fps minimum. 	* Hosted: .mov, .mp4, .webm	Yes	Yes	Yes	Yes	Yes	<ul style="list-style-type: none"> * All creative assets must be delivered over HTTPS 	
Extended Lead	desktop, tablet, mobile	Desktop/Tablet: 300x400 Mobile: 300x250	No directional or sideways expansion of an ad is allowed. All ads must expand to cover full screen. If expanded creative size is not full screen, it must be placed in center of screen.	gif, jpg, png	N/A	Desktop/Tablet: 200k Mobile: 150k	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user click or tap. * Hover to expand is not allowed. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	N/A	Yes	Yes	No	Yes	Yes	<ul style="list-style-type: none"> * Assets: Copy / Hi-Res Images (See Video Files if applicable) * Hi-Res Images: JPG, PSD, PNG (if Gallery is included) 		
Public Address	mobile, AMP	320x50	No directional or sideways expansion of an ad is allowed. All ads must expand to cover full screen. If expanded creative size is not full screen, it must be placed in center of screen.	gif, jpg, png, HTML5	N/A	50k	100k	Unlimited	10	30%	N/A	15	N/A	24	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user tap. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	<ul style="list-style-type: none"> * Must have 50% of pixels in view before video play start. * Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. * Required Controls: Play, Pause, Rewind, Volume * File quality: Recommended 24 fps minimum. 	N/A	Yes	Yes	Yes	Yes	Yes	<ul style="list-style-type: none"> * All creative assets must be delivered over HTTPS 	
Sponsor Logo	desktop, tablet, mobile	120x75 120x84 (AR specific)	N/A	gif, jpg, png	N/A	20k	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user tap. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	N/A	N/A	Yes	Yes	No	Yes	Yes	<ul style="list-style-type: none"> * All creative assets must be delivered over HTTPS 	
Mobile Wallpaper	mobile	Wrapper top: 1248x374 Wrapper bottom: 1248x374 - In Content Video Option maximum 10:8 Ratio with minimum dimensions 480x270 - In Content Image Option: 540x638	N/A	gif, jpg, png MP4 for Video	N/A	200k for images 6M for video	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user tap. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	<ul style="list-style-type: none"> * Must have 50% of pixels in view before video play start. * Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. * Required Controls: Play, Pause, Rewind, Volume * File quality: Recommended 24 fps minimum. 	N/A	Yes	Please note Only 1 form of impression tracking is accepted. (i.e. Should you choose 3rd party JS, you cannot use 1st party JS)	Yes	Only 1 form of impression tracking is accepted. (i.e. Should you choose 3rd party JS, you cannot use 1st party JS)	No	Yes	<ul style="list-style-type: none"> * All creative assets must be delivered over HTTPS
Travel	desktop, tablet, mobile	640x360 (16:9)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user tap. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	<ul style="list-style-type: none"> * Must have 50% of pixels in view before video play start. * Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. * Required Controls: Play, Pause, Rewind, Volume * File quality: Recommended 24 fps minimum. 	N/A	Yes	Yes	Yes	Yes	Yes	<ul style="list-style-type: none"> * Video format: At a minimum, the MP4H.264 file format should be provided, but alternate file using formats such as WebM and VP8 may also be submitted. * Max file size: 500MB * Audio data rate: 64 kbps (mono) * 3rd Party click comment & 1st tracking pixel accepted * Pre-roll must resize when the player resizes * File Cast on MSLO & MSW JS Pre Roll of Static image preceding standard 30 Pre Roll * All creative assets must be delivered over HTTPS * FOR YOUTUBE SPECIFICALLY * 1) Inventory Request: It's first come, first serve - we don't have priority for available inventory on our content. The earlier the request, the better. Preferably 30 - 60 days out. Keep in mind, we could be prepared if a reserved placement is canceled within 14 days of the start date. * 2) \$10 minimum = 483,000 impressions would be the minimum (as of 12/21/16). * 3) Creative restrictions: <ul style="list-style-type: none"> o SSL compliant o No 3rd party gifs, browser, or other targeting o VPAID accepted o VAST 2.0 or 3.0 o YouTube approved vendor * 4) 30-second non-skippable video ads on YouTube will sunset January 1, 2018 * 2018: The Month: March through June will allow: <ul style="list-style-type: none"> o 15 sec non-skippable on Desktop and/or Mobile o 15 sec skippable on Desktop and/or Mobile o 30 sec skippable on Desktop only * 5) Video Pre-roll VAST tag creatives Only * The Video Playlist runs via pre-roll slot through DSP and is an interactive in-house built asset that features 15-30 second ads with a custom skin along with a playlist of content (max 3 videos). The custom skin & playlist features advertiser and custom videos. * Cannot site-serve on OTT (no site-serve video) * OTT Platforms: Roku, Apple TV, Roku, etc. * PEN Uses SSAI (Server Side Ad Insertion) to stitch ads seamlessly into content for a TV * Up to 5 video progression tracking URLs can be provided. * To ensure video files are properly formatted and tested for SSAI, Merchid requires ads to be delivered at least one week and to the start of an ad campaign. * Frequency capping * -gator-targeting * -gator-sequencing * -all positioning * -NO reliability tracking * -NO Audience targeting * All creative assets must be delivered over HTTPS 	
OTT Platform (Roku, Apple TV, Roku, etc)	desktop, tablet, mobile	1920x1080 (preferred) and/or 1280x720	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user tap. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	<ul style="list-style-type: none"> * Must have 50% of pixels in view before video play start. * Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. * Required Controls: Play, Pause, Rewind, Volume * File quality: Recommended 24 fps minimum. 	N/A	Yes	Yes	Yes	Yes	Yes	<ul style="list-style-type: none"> * All creative assets must be delivered over HTTPS 	
Homepage Banner of the Day (Standard)	desktop, tablet, mobile	280x240	N/A	gif, jpg, png	N/A	40k	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user tap. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	<ul style="list-style-type: none"> * Must have 50% of pixels in view before video play start. * Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. * Required Controls: Play, Pause, Rewind, Volume * File quality: Recommended 24 fps minimum. 	N/A	Yes	Yes	Yes	Yes	Yes	<ul style="list-style-type: none"> * All creative assets must be delivered over HTTPS 	
Mobile App Banner	ios	320x50 mobile only 728x90 tablet only 300x250 tablet, smart phone	No directional or sideways expansion of an ad is allowed. All ads must expand to cover full screen. If expanded creative size is not full screen, it must be placed in center of screen.	gif, jpg, png	N/A	50k	100k	Unlimited	10	30%	20k	15	N/A	24	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user tap. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	<ul style="list-style-type: none"> * Must have 50% of pixels in view before video play start. * Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. * Required Controls: Play, Pause, Rewind, Volume * File quality: Recommended 24 fps minimum. 	N/A	Yes	Yes	Yes	Yes	Yes	<ul style="list-style-type: none"> * Rich media must be MP4 compliant * Maximum of 5 expandable panels allowed. Up to 100% per panel allowed. * All creative assets must be delivered over HTTPS 	
Apple News	Tablet, Mobile	728x90, 300x250	N/A	No frames SSL compliant No 4th party tracking (GA, etc) No 3rd party tracking (GA, etc) Only one asset is needed for all supported devices. Only one asset is needed for all supported iPhone and iPad touch devices. Another is needed for all supported iPad and macOS devices.	N/A	iPhone Max File Load 750k iPad Max File Load 1700k	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user tap. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	<ul style="list-style-type: none"> * Must have 50% of pixels in view before video play start. * Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. * Required Controls: Play, Pause, Rewind, Volume * File quality: Recommended 24 fps minimum. 	N/A	Yes	Yes	Yes	Yes	Yes	<ul style="list-style-type: none"> * Pre-roll will run throughout Meredith Digital properties + Pre-roll/Outstream Video on AppleNews + the Insert Category Video Distribution Network. This placement can only accept a VAST tag * Impressions cannot be guaranteed by placement; Meredith will deliver overall package impressions. 	
Apple News Video CSD Pre-roll + Video Distribution Network	Tablet, Mobile	640x360	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user tap. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	<ul style="list-style-type: none"> * Must have 50% of pixels in view before video play start. * Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. * Required Controls: Play, Pause, Rewind, Volume * File quality: Recommended 24 fps minimum. 	N/A	Yes	Yes	Yes	Yes	Yes	<ul style="list-style-type: none"> * Pre-roll will run throughout Meredith Digital properties + Pre-roll/Outstream Video on AppleNews + the Insert Category Video Distribution Network. This placement can only accept a VAST tag * Impressions cannot be guaranteed by placement; Meredith will deliver overall package impressions. 	
Apple News Meredith Video Network - Pre-roll/Outstream, 15s or 30s	Tablet, Mobile	Pre-roll 1020x1080 (also size for outstream) this is on main section page videos	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user tap. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	<ul style="list-style-type: none"> * Must have 50% of pixels in view before video play start. * Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. * Required Controls: Play, Pause, Rewind, Volume * File quality: Recommended 24 fps minimum. 	N/A	Yes	Yes	Yes	Yes	Yes	<ul style="list-style-type: none"> * Pre-roll will run throughout Meredith Digital properties + Pre-roll/Outstream Video on AppleNews + the Insert Category Video Distribution Network. This placement can only accept a VAST tag * Impressions cannot be guaranteed by placement; Meredith will deliver overall package impressions. 	
Apple News Meredith Video Network - Pre-roll, 15s or 30s	Tablet, Mobile	1080x1080 pre-roll on article pages	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user tap. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	<ul style="list-style-type: none"> * Must have 50% of pixels in view before video play start. * Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. * Required Controls: Play, Pause, Rewind, Volume * File quality: Recommended 24 fps minimum. 	N/A	Yes	Yes	Yes	Yes	Yes	<ul style="list-style-type: none"> * Pre-roll will run throughout Meredith Digital properties + Pre-roll/Outstream Video on AppleNews + the Insert Category Video Distribution Network. This placement can only accept a VAST tag * Impressions cannot be guaranteed by placement; Meredith will deliver overall package impressions. 	
NON IAB PRODUCTS																												
Vignette	desktop, tablet, mobile	Full width, 2:1, 4:1 and 1:1 (Mobile Only)	When thumbnail is clicked, additional content opens in an overlay, aspect ratio based	gif, jpg, png	N/A	200k	2mb	N/A	10	30%	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should be only triggered by user click. * Hover to expand is not allowed. * Expanded ad must have a close button in the upper right corner of the ad with an "X" image with a minimum size of 50x50px. 	<ul style="list-style-type: none"> * Must have 50% of pixels in view before video play start. * Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. * Required Controls: Play, Pause, Rewind, Volume * File quality: Recommended 24 fps minimum. 	* Hosted: .mov, .mp4, .webm	Yes	No	No	Yes	Yes	<ul style="list-style-type: none"> * Expansion Details: <ul style="list-style-type: none"> -When thumbnail is clicked, additional content opens in an overlay or can click out to ad -Lead to 6-8 pieces of content (video, articles and images) -Close screen and fully responsive * NOTE: no vertical scrolling allowed within the creative as this causes conflict and user experience issues (please note for PHARMA in particular; horizontal scroll is still allowed for e-commerce, games, etc) * All creative assets must be delivered over HTTPS * Assets: use mobile first 300x250 for now * For Desktop & Tablet, More, Elements, EW, RachaelRay, AG 	
Cross Screen Scanner (Mobile, Tablet)	desktop, tablet, mobile	*Front View (Interactive elements) 1280x600 / 1024x576 / 768x432 / 320x160 *Back View (Interactive elements) 1280x600 / 1024x576 / 768x432 / 320x160 Actual display size varies by location	Full width of parent container	gif, jpg, png	N/A	*200k max file size for desktop and tablet / 100k max file size for mobile	HTML5 Mobile/ Desktop: 300k	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> * Animation is recommended to be part of subload. * Javascript used for animation must be executed as asynchronous load and CSS used must be inline. * User action is not required to play animation. * Animation is recommended to start when the ad is within view. * Flashing, high contrast, fast moving and bright color animation are not allowed. 	User initiated on click	N/A	N/A	<ul style="list-style-type: none"> * All expansion should									

Platform	Size [1]	Max Expanded Dimensions / Direction [2]	Accepted MG, Rich Media File Types [3]	Copy Max Character Limit including any requirements on length/line/col	Initial Load [4]	Subload [5]	User Initiated Download [6]	Max. Number of Initial Load File Reviews [7]	Max CPU load [8]	Rate Restrict Image File Size [9]	Animation Length [10]	Logging [11]	Frame Rate [12]	Animation Guidelines	Audio	Page-Load Initiated Expendable Requirements [13]	User-Initiated Expendable Requirements [14]	In-Banner Video Requirements [15]	Video Formats Accepted [16]	1st Party Tracking Tracked [17]	2nd Party JS Tracking Tracked [18]	3rd Party Creative Tags Tracked [19]	2nd Party Click Tracked [20]	Deliver Assets 8 Days Before Launch [21]	Additional Notes		
HALO (Dynamic Frames)	desktop, tablet, mobile	Desktop/Tablet: 1920x480 max px dimensions (displays at 4:1 aspect ratio) Mobile: 768x432 max px dimensions (displays at 1:1 aspect ratio)	gif, png, jpg, hml 5	N/A	200k max file size for desktop and tablet / 100k max file size for mobile	HTML5 Mobile/Desktop: 300k	Unlimited	10	30%	N/A	15	N/A	Animation is recommended to be part of subload JavaScript used for animation must be executed as asynchronous call and CSS used must be inline. User action is not required to play animation. Animation is recommended to start when the ad is within view. Flashing, high contrast, fast moving and bright color animation are not allowed.	User-initiated on click	N/A	N/A	Must have 50% of pixels in view before video play start. Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. Required Controls: Play, Pause, Repeat, Volume	mov, mp4	Yes	Yes	No	Yes - if drive to client site No - if drive internally	Yes - if drive to client site No - if drive internally	Yes - if drive to client site No - if drive internally	All creative assets must be delivered over HTTPS. Must include IBA self-regulation controls (Ad Choices logo) for ads using behavioral targeting. Maximum of 1 per user per site per day. NOTE: no vertical scrolling allowed within the creative as this causes conflict and user experience issues (please note for PHARM in particular), horizontal scroll is still allowed (e.g. carousels, galleries, etc). Assets required for Standard Halo: Desktop/Tablet dimensions: 1920x480 Mobile dimensions: 768x432 In-Banner Video specs: Max 50MB Assets required for Halo with full bleed video option: Full-Bleed Video: Max 50MB Desktop/Tablet video dimensions: 1920x480 Mobile video dimensions: 768x432		
Top Halo	desktop, tablet, mobile	Desktop/Tablet: 1920x480 max px dimensions (displays at 4:1 aspect ratio) Mobile: 768x432 max px dimensions (displays at 16:9 aspect ratio)	gif, png, jpg, hml 5	N/A	200k max file size for desktop and tablet / 100k max file size for mobile	HTML5 Mobile/Desktop: 300k	Unlimited	10	30%	N/A	15	N/A	Animation is recommended to be part of subload JavaScript used for animation must be executed as asynchronous call and CSS used must be inline. User action is not required to play animation. Animation is recommended to start when the ad is within view. Flashing, high contrast, fast moving and bright color animation are not allowed.	User-initiated on click	N/A	N/A	Must have 50% of pixels in view before video play start. Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user. Required Controls: Play, Pause, Repeat, Volume	mov, mp4	Yes	Yes	No	Yes - if drive to client site No - if drive internally	Yes - if drive to client site No - if drive internally	Yes - if drive to client site No - if drive internally	All creative assets must be delivered over HTTPS. Must include IBA self-regulation controls (Ad Choices logo) for ads using behavioral targeting. Maximum of 1 per user per site per day. NOTE: no vertical scrolling allowed within the creative as this causes conflict and user experience issues (please note for PHARM in particular), horizontal scroll is still allowed (e.g. carousels, galleries, etc). Assets required for Standard Halo: Desktop/Tablet dimensions: 1920x480 Mobile dimensions: 768x432 In-Banner Video specs: Max 50MB Assets required for Halo with full bleed video option: Full-Bleed Video: Max 50MB Desktop/Tablet video dimensions: 1920x480 Mobile video dimensions: 768x432		
Feed Back [11]	desktop, tablet	Desktop Specs: *Collapsed state - 170x130px image with ~50% exposed diagonally from bottom left to top right corner *Expanded state (On Hover / Click) - 640x480px image with ~50% exposed diagonally from bottom right to top left corner For Mobile please contact Ad Product	gif, png, jpg	N/A	40k	300k	N/A	N/A	N/A	40k	N/A	N/A	N/A	N/A	N/A	* Expand upon user Tap * Retains on Close Button Tap * Control + "Close X" in upper right corner	N/A	N/A	No	No	No	No	No	5 DFP targeted to the 728x90 slot in desktop and tablet and the 1x1 in mobile	* Maximum of 1 per user per site per day. * All creative assets must be delivered over HTTPS 5 DFP targeted to the 728x90 slot in desktop and tablet and the 1x1 in mobile		
Wallpaper [20]	desktop	Site Content is resized to 100% with Site area: 1920x1080 on each side of site content Wallpaper image can extend larger as long as file size remains within spec	jpg, gif, png	N/A	300k	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Yes	Yes	No	Yes	5 Only allowed for e-com homepage as part of a takeover.	All creative assets must be delivered over HTTPS.		
Newsroom / Pillbox (Pharma)	desktop, tablet, mobile	300x250 300x600	gif, png, jpg	N/A	300x250 150k 300x600 200k	300x250 300k 300x600 400k	N/A	10	30%	40k	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	No	No	No	Yes	28 Standard banners Tracking box Font Brand guidelines 3rd party tracking Site assets, can accept impression pixel, can accept clickstream, can accept research pixels, can accept viewability trackers but CANNOT track off of viewability CANNOT accept blocking tags.	All creative assets must be delivered over HTTPS.		
Engagement Video Unit_Video	desktop, tablet, mobile	Cross-platform responsive unit - Video maintains 4 x 9 Ratio - Max video size (320x180) - Min video size (220x100)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	24	N/A	Auto	N/A	N/A	General Video Specs: * Video Length: 15/30s recommended, Max: 30 seconds * File Size Accepted: +10 MB preferred, 50 MB Max	* Hosted File Types: FLV, MOV, MP4, WEBM * Non-Hosted: VAST2.0, VPAC2.0 (US ONLY), YouTube	Yes	No	See Vendors tab	Yes - if drive to client site No - if drive internally	Yes - if drive to client site No - if drive internally	Yes - if drive to client site No - if drive internally	All creative assets must be delivered over HTTPS.	
Engagement Video Unit_Ad Selector Thumbnail	desktop, tablet, mobile	Site varies by device Supply 400x400 image	jpg, gif, png	Title: 40 Description: 80	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Yes	No	No	No	No	8 Request a proof asset pack for our creative team to design the skin. 8 For Social button details see EVU (SM) spec. * All creative assets must be delivered over HTTPS	All creative assets must be delivered over HTTPS.	
Engagement Video Unit_Branding Skin w/ Social Extensions	desktop, tablet, mobile	Cross-platform responsive unit - max unit size (1100 x 600) - min unit size (300px x 372px)	jpg, png, gif, jpg file types	Twitter - video share: 117 Facebook - share video, title and caption for post under 150 recommended	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	No	No	No	No	No	8 Request a proof asset pack for our creative team to design the skin. 8 For Social button details see EVU (SM) spec. * All creative assets must be delivered over HTTPS	All creative assets must be delivered over HTTPS.	
EVU (Video Engagement Unit) in EVU, Extension and NPU	desktop, tablet, mobile	- Max unit size (800x400) - Min unit size (300x180)	jpg, png, gif, jpg file types	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	No	No	No	No	No	8 See EVU (SM) tab for full spec details. * All creative assets must be delivered over HTTPS	All creative assets must be delivered over HTTPS.	
Video Expansion (Ad Asset Video)	desktop, tablet, mobile	Unit size varies by location - Player maintains 16:9 Ratio - max player size: 320x180px - min player size: 220x100px	N/A	N/A	Twitter - video share: 117 Twitter - no share: 140	N/A	N/A	N/A	N/A	N/A	N/A	N/A	24	N/A	User-initiated on hover/click (built into player)	N/A	N/A	General Video Specs: * Video Length: 15/30s recommended, Max: 30 seconds * File Size Accepted: +40 MB preferred, 100 MB Max	* Hosted File Types: FLV, MOV, MP4, WEBM * Non-Hosted: VAST2.0, VPAC2.0 (US ONLY), YouTube	Yes	No	See Vendors tab	Yes - if drive to client site No - if drive internally	Yes - if drive to client site No - if drive internally	Yes - if drive to client site No - if drive internally	All creative assets must be delivered over HTTPS.	
Native Video Unit (Ad Asset Video)	desktop, tablet, mobile	Unit size varies by location - Player maintains 16:9 Ratio - max player size: 320x180px - min player size: 220x100px	Ad Selector Thumbnail: jpg or png	Headline: 40 Description: 150 Sponsor Name: 20	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	24	N/A	User-initiated on Close button into player	N/A	N/A	General Video Specs: * Video Length: 15/30s recommended, Max: 30 seconds * File Size Accepted: +40 MB preferred, 100 MB Max	* Hosted File Types: FLV, MOV, MP4, WEBM * Non-Hosted: VAST2.0, VPAC2.0 (US ONLY), YouTube	Yes	No	No	No	No	8 See EVU (SM) tab for full spec details. * All creative assets must be delivered over HTTPS	All creative assets must be delivered over HTTPS.	
Native Promotional Unit (Ad Asset, Stories & Feed)	desktop, tablet, mobile	Actual display size varies by location supply 400x400px image	Ad Selector Thumbnail: jpg or png	Title: 40 Description: 150 Sponsor Name: 20	40k	N/A	N/A	N/A	N/A	40k	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Yes	No	No	No	No	5 - This is for standalone NPU only (not part of native package) 5 - Sponsor Name: 20 characters max * All creative assets must be delivered over HTTPS	All creative assets must be delivered over HTTPS.	
Native Template & Distribution	desktop, tablet, mobile	Custom	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	No	No	No	No	No	Content (See custom spec sheet) Any combination of video, carousel, survey, social feed, social share, image, rich media, and other content that the unit is custom-built per execution Distribution: See NPU Slide, Amplify Social Note: in editorial brand primary handles Headline / Description / Image: provided by the Foundry Content: Any combination of video, slideshow, carousel, survey, social feed, social share, image, rich media, and other content that the unit is custom-built per execution Distribution: See NPU Slide, Amplify Social Editorial handles & SEC: subject to Edit Approval only Headline / Description / Image: provided by the Foundry Assets Required: 30 days (pre-promo) 3rd Party Tracking: Third party tags accepted for POST only * All creative assets must be delivered over HTTPS	All creative assets must be delivered over HTTPS.	
NATIVE POST + DISTRIBUTION (MG, NPU, CTA, SEC)	desktop, tablet, mobile	100% 90V on POST: 728x90, 300x250, 320x50, 120x60 (log)	Please provide image files as: .jpg, .png or .pdf	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	24	N/A	Auto	N/A	N/A	Video is Optional * Video Length: No Max * File Size Accepted: +40 MB preferred, 100 MB Max	* Hosted File Types: FLV, MOV, MP4, WEBM * Non-Hosted: VAST2.0, VPAC2.0 (US ONLY), YouTube	Yes	Floodlight tags only	Yes	Yes	Yes	30 See NPU Slide, Amplify Social Editorial handles & SEC: subject to Edit Approval only Headline / Description / Image: provided by the Foundry Assets Required: 30 days (pre-promo) 3rd Party Tracking: Third party tags accepted for POST only * All creative assets must be delivered over HTTPS	All creative assets must be delivered over HTTPS.	
Stories (IG, FB, Snap)	Instagram	1080 x 1920 (9:16)	N/A	JPG	N/A	N/A	N/A	N/A	N/A	4 GB max	15	N/A	30 fps	no more than 20% of the frame can contain text	stereo AAC audio compression at 128kpbs+	N/A	N/A	N/A	mp4	No	No	No	Yes	2 days	1:3 co-branded segments from Meredith brand handles	All creative assets must be delivered over HTTPS.	
	Facebook	1080 x 1920 (9:16)	N/A	JPG	N/A	N/A	N/A	N/A	N/A	4 GB max	15	N/A	30 fps	no more than 20% of the frame can contain text	stereo AAC audio compression at 128kpbs+	N/A	N/A	N/A	mp4	No	No	No	Yes	2 days	Facebook can only be leveraged for single image/video	All creative assets must be delivered over HTTPS.	
	Snapchat	1080 x 1920 (9:16)	N/A	N/A	Brand Name: 25 Headline: 34	N/A	N/A	N/A	N/A	32 mb	10	N/A	min 15 fps	no more than 10% of the frame can contain text avoid logos/graphic elements in top and bottom 100px	stereo AAC audio compression at 128kpbs+ target audio level: -16 LUFS	N/A	N/A	N/A	mp4, mov	No	No	No	Yes	2 days	Snapchat can only be leveraged for single video	All creative assets must be delivered over HTTPS.	
	Instagram - Story	1080 x 1920 (9:16)	N/A	JPG	N/A	N/A	N/A	N/A	N/A	N/A	15	N/A	30 fps	no more than 20% of the frame can contain text	stereo AAC audio compression at 128kpbs+	N/A	N/A	N/A	mp4	No	No	No	Yes	2 days	1 story (5-10 segments) with "Paid partnership with Advertiser" slug, 1 mention + 1 visual integration. One link out per story.	All creative assets must be delivered over HTTPS.	
	Instagram - Feed	1200 x 1200 (1:1) or 4:5	N/A	JPG	125	N/A	N/A	N/A	N/A	30 MB max	80	Yes if video is under 30	30 fps	no more than 20% of the frame can contain text	stereo AAC audio compression at 128kpbs+	N/A	N/A	N/A	mp4	No	No	No	No	No	2 organic feed posts (photo or video) with "Paid partnership with Advertiser" slug, @mention, and product integration if visually feasible	All creative assets must be delivered over HTTPS.	
	Pre-Roll	640x360 px (16:9)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1 GB max	Recommends 0.54, 15, 30 Max 10 min	N/A	30 fps	Pre-roll is skippable after 5 seconds.	AAC LC (Low Complexity), stereo	N/A	N/A	N/A	mp4	Yes	Twitter works with advertiser on case by case basis	No	3 days	Delivery billed off to Twitter data Advertiser manages ad/delivery Tag: CCM, VAST, Nielsen + Comscore Pixel - must be appended separately to campaign	All creative assets must be delivered over HTTPS.		
	Nelison In-Demo Pre-Roll	640x360 px (16:9)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1 GB max	Recommends 0.54, 15, 30 Max 10 min	N/A	30 fps	N/A	AAC LC (Low Complexity), stereo	N/A	N/A	N/A	mp4, mov	Yes	Twitter works with advertiser on case by case basis	No	Assets due 4 weeks in advance	Twitter manages on behalf of advertiser Tag: CCM, VAST, Nielsen + Comscore Pixel - must be appended separately to campaign	All creative assets must be delivered over HTTPS.		
	Snapchat: Takeovers & Run of Creative	1080 x 1920 (9:16)	N/A	N/A	Brand Name: 25 Headline: 34	N/A	N/A	N/A	N/A	4 GB max	Recommends 0.54, 15, 30 Max 10 seconds	N/A	min 15 fps	Takeover: 3 unique videos required. All creatives subject to Edit + Snapchat approval	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	5 days	Takeover: *Start at 6AM ET (Phone) *Sun EST Fridays (Entertainment Weekly)	All creative assets must be delivered over HTTPS.	
	Content (Influencer)	Facebook	1200 x 1200 (1:1) or 4:5	N/A	Headline: 25 Copy: 125 Meta: 30	N/A	N/A	N/A	N/A	4 GB max	Recommends 0.30-50 seconds 240 minutes max	Yes if video is under 30	30 fps	N/A	stereo AAC audio compression at 128kpbs+	N/A	N/A	N/A	mp4	No	No	No	No	2 days	N/A	All creative assets must be delivered over HTTPS.	
		Instagram	1200x1200 (1:1) or 4:5	N/A	JPG	125	N/A	N/A	N/A	4 GB max	80 maximum	Yes if video is under 30	30 fps	N/A	stereo AAC audio compression at 128kpbs+	N/A	N/A	N/A	mp4	No	No	No	No	2 days	N/A	All creative assets must be delivered over HTTPS.	
		Twitter	1200x1200 (1:1) or 4:5	N/A	JPG	280	N/A	N/A	N/A	1 GB max	140 seconds	No if over 6.5 seconds	30 fps	N/A	N/A	N/A	N/A	N/A	mp4	N/A	N/A	N/A	No	2 days	N/A	All creative assets must be delivered over HTTPS.	
	Social NOW	Facebook	4:5 aspect ratio, max 1200 x 1200 px	N/A	N/A	N/A	N/A	N/A	N/A	4 GB max	Post-Phono recommended 30 + 80 out down	Yes if video is under 30	30 fps	Platars is able to boost the FB live stream post during live and afterward.	stereo AAC audio compression at 128kpbs+	N/A	N/A	N/A	N/A	mp4	No	No	No	Yes, on post-promotion ads	2 days (pre-promotion ads)	Standard integration - 6 weeks prior to launch Sponsor will be woven into planned broadcasts (living on the sponsorship calendar) 1 verbal and 1 visual mention of the product during broadcast + a mention in the video description Custom Broadcast Integration - 10 weeks prior to launch Publisher will work closely with clients to develop the topic and talent for highly-integrated broadcast (ex. BHG broadcasts live from Lower store to discuss remodeling your home)	All creative assets must be delivered over HTTPS.
		Instagram	1:1 or 4:5 1200x1200 (1:1) or 4:5	N/A	N/A	125	N/A	N/A	N/A	4 GB max	80s max	Yes if video is under 30	30 fps	N/A	stereo AAC audio compression at 128kpbs+	N/A	N/A	N/A	N/A	mp4	No	No	No	Yes, on post-promotion ads	2 days (pre-promotion ads)	PMW / Edit team should prepare to cut down live video into social-style videos within 1-2 days of live stream.	All creative assets must be delivered over HTTPS.
	Real Time	Facebook + Twitter	4:5 aspect ratio, max 1200 x 1200 px	N/A	Headline: 25 Copy: 125 Meta: 30	50k	300k	Unlimited	10	30%	N/A	N/A	30 fps	N/A	N/A	N/A	N/A	N/A	N/A	Yes	on banners	Yes	on banners	No	5 days	Polars curates trending content based on advertiser interests/themes and Meredith brands	All creative assets must be delivered over HTTPS.
		Facebook	4:5 aspect ratio, max 1200 x 1200 px	N/A	Headline: 25 Copy: 125 Meta: 30	N/A	N/A	N/A	N/A	4 GB max	Recommends 1 hour max	Yes if video is under 30	30 fps	no more than 20% of the frame can contain text	stereo AAC audio compression at 128kpbs+	N/A	N/A	N/A	mp4	No	No	No	Yes	2 days	N/A	All creative assets must be delivered over HTTPS.	
		Instagram	1200 x 1200 (1:1) or 4:5	N/A	JPG	125	N/A	N/A	N/A	4 GB max	80 max	Yes if video is under 30	30 fps	N/A	stereo AAC audio compression at 128kpbs+	N/A	N/A	N/A	mp4	No	No	No	Yes	2 days	N/A	All creative assets must be delivered over HTTPS.	
	Amplify Social	Twitter	720 x 720 (1:1)	N/A	jpg, png, gif	280	N/A	N/A	N/A	1 GB max	140 seconds max	No if over 6.5 seconds	30 fps	N/A	AAC LC (Low Complexity), stereo	N/A	N/A	N/A	mp4, mov	No	No	No	Yes	2 days	N/A	All creative assets must be delivered over HTTPS.	
		Pinterest	1000 x 1500 (2:3)	N/A	jpg, png	500	N/A	N/A	N/A	2 GB max	Recommends (under 30 (10 minutes max)	N/A	25 fps	Images and videos should be vertical - at least 2:3 aspect ratio	N/A	N/A	N/A	N/A	mp4	N/A	N/A	N/A	N/A	2 days	N/A	All creative assets must be delivered over HTTPS.	
	On-Site	300x250, 728x90, 320x50	N/A	N/A	N/A	50k	300k	Unlimited	10	30%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Yes	Yes	Yes	No	5 days	Advertiser gets 100% 90V upon click through to Meredith O+O	All creative assets must be delivered over HTTPS.	
	Social Sponsorship	Facebook	4:5 aspect ratio, max 1200 x 1200 px	N/A	Headline: 25 Copy: 125 Meta: 30	N/A	N/A	N/A	N/A	4 GB max	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	No	No	No	Yes	5 days	Content: organic posts. All assets should be sent to PMM and Facebook URL should be sent to Polars	All creative assets must be delivered over HTTPS.	
		Ortale	300x250, 728x90, 320x50	N/A	N/A	50k	300k	Unlimited	10	30%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Yes	Yes	Yes	No	5 days	Content: this is what CM needs	All creative assets must be delivered over HTTPS.	
	Instant Storefront (Collections)	Hex: 4:5 aspect ratio, max 1000 x 720 px Product Images: 1:1 aspect ratio	N/A	Headline: 25 Copy: 85 Product Name: 26	N/A	N/A	N/A	N/A	N/A	4 GB max	Recommends 1 (hour max)	Yes if video is under 30	30 fps	8 products minimum no more than 20% of image can be text	stereo AAC audio compression at 128kpbs+	N/A	N/A	N/A	mp4	No	No	No	Yes	2 days	All creative assets must be delivered over HTTPS.	All creative assets must be delivered over HTTPS.	

[1] Dimensions of the ad in pixels.
Width x Height

[2] Maximum size an ad can expand. Not all ads are allowed to expand.

[3] File formats that we can accept for each product.

[4] The maximum file size of all assets that a creative can use when it is first requested by the page. This includes all images, css and scripts.

[5] Assets that are loaded after the host webpage has completed loading.

Subload is an updated and more specific definition of Polite Download. If you see Polite Download on a spec sheet, consider that the same as Subload.

[6] Maximum file size that a creative is allowed to download upon user interaction.

While no limit has been placed on user initiated load, ad developers should consider user experience and load performance as part of their ad design.

The assets for user initiated ads should be optimized for load performance, and only necessary assets should be loaded.

[7] Additional files can be loaded as necessary during host initiated subload and user initiated loads.

[8] Ads should be developed to perform smoothly and not interfere with site or app performance.

[9] File size for static images, non-HTML 5 ads or HTML 5 ads before all required files are loaded.

[10] Maximum time an ad can animate.

[11] While there are no restrictions on looping, flashing or blinking animation is still not allowed.

[12] Frames per second allowed for an animated ad.

[13] Auto expanding ads are not allowed on most ads, but these are the requirements for the few that are allowed to auto expand.

[14] Requirements for when a user interacts with an ad by clicking to see more content.

[15] Requirements for standard display ads that include video.

* If Meredith is building, provide hosted video file

* If advertiser is building, then creative tag should be self-contained for video playback

[16] File formats for videos that can be used within each ad product.

[17] Can a client provide a third party tag from a rich media vendor for us to serve?

[18] Number of days prior to campaign launch that we should receive final assets. This allows time for testing and revisions if necessary.

[19] DFP targeted to the 728x90 slot on desktop and tablet: Please keep it as part of sponsorship packages *only*. Page Types noted are desktop.

[20] (This is a ONE TIME Trial for the HP of ENW Only)

[21] I'm not sure if the Native Tout can display an animated ad. If a client wants this, we should confirm it is possible before proceeding