

# IAB Rich Media Creative Guidelines

Format Category	Format (WxH)	Maximum Initial Load File Size*	Add'l File Weight (Polite Download)	Flash Specifics	Audio Initiation	Maximum Animation Length	Controls	Web Site Labeling & Other Items
<b>In-Page Video Units</b>	See IAB Ad Unit Guidelines, for example, 300x250	40 KB	1.2MB**	18 frames per second	User Initiated (on click)	Anything up to 30 seconds	<ul style="list-style-type: none"> <li>Control = "Close X", Play, Pause, Rewind, Volume</li> <li>Font = 16 pt</li> </ul>	<ul style="list-style-type: none"> <li>Label = "Advertisement" <ul style="list-style-type: none"> <li>Font = 16 pt</li> </ul> </li> </ul>
<b>Expandable/ Retractable Units</b>	User-initiated Expandable Ads: See IAB Ad Unit Guidelines.  Landing Spots: Maximum width of 2X the initial ad size*	40 KB	80 KB	18 frames per second	User Initiated (on click)	Anything up to 30 seconds	<ul style="list-style-type: none"> <li>Control = "Close X" <ul style="list-style-type: none"> <li>Font = 16 pt</li> <li>Location = On Edge of Original (non-expanded/expanded) unit</li> </ul> </li> <li>Feature = Enable Mouse-Off Retraction</li> </ul>	<ul style="list-style-type: none"> <li>Label = "Advertisement" <ul style="list-style-type: none"> <li>Font = 16 pt</li> </ul> </li> </ul>
	User-initiated Retractable Ads: Maximum width of 600 pixels.  Landing Spots: See IAB Ad Unit Guidelines					Expansion: <ul style="list-style-type: none"> <li>3 seconds, if no user interaction</li> <li>Up to 30 seconds within ad</li> </ul>		
<b>Pop-Up or Pop-Under Units</b>	Pop-ups: 250x250; 300x250	40 KB	80 KB	18 frames per second	User Initiated (on click)	Anything up to 30 seconds	Provided by Browser Window	See IAB Pop-Up Guidelines for more details
	Pop-up Large: 550x480							
	Pop-under: 720x300							
<b>Floating Units</b>	Variable	80 KB	160 KB	18 frames per second	User Initiated (on click)	Floating: <ul style="list-style-type: none"> <li>10 seconds max, if no user interaction</li> <li>Up to 30 seconds within ad</li> </ul>	<ul style="list-style-type: none"> <li>Control = "Close X" <ul style="list-style-type: none"> <li>Font = 16 pt</li> <li>Location = Fixed placement at the location of the <u>first</u> completely visible frame</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Label = "Advertisement" <ul style="list-style-type: none"> <li>Font = 16 pt</li> </ul> </li> </ul>
	Landing Spots for Floating Ads: See IAB Ad Unit Guidelines					Not Applicable		
<b>Between-the-Page Units</b>	a.k.a., Transitional Ads: See IAB Ad Unit Guidelines	80 KB	160 KB	18 frames per second	User Initiated (on click)	Transitions: <ul style="list-style-type: none"> <li>10 seconds max, if no user interaction</li> <li>Up to 30 seconds within ad</li> </ul>	<ul style="list-style-type: none"> <li>Control = "Skip Advertisement" <ul style="list-style-type: none"> <li>Font = 16 pt</li> <li>Location = Above the Fold in Lower Right Corner of Ad</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Label = "Advertisement" or "Brought to you by" <ul style="list-style-type: none"> <li>Font = 16 pt</li> <li>Location = Above the Fold and at Top of Ad</li> </ul> </li> </ul>

\*Anything greater needs to be according to individual publisher specifications.

\*\*If Video is part of any other rich media units, polite download file weight should adhere to In-Page Video Limit of 1.2 MB.