Ad Specifications

Ad Product	Dimensions	Rich Media	Max Initial File Size	Max Polite File Size	Video File Size
Skyscraper	160x600	Yes	50K	100K	2.5MB/hi bw
Rectangle	180x150	Yes	50K	100K	—
3:1 Rectangle	300x100	Yes	50K	100K	—
Medium Rectangle	300x250	Yes	50K	100K	2.5MB/hi bw
Large Rectangle	336x280	Yes	50K	100K	2.5MB/hi bw
Leaderboard	728x90	Yes	50K	100K	2.5MB/hi bw
IAB Sidekick	300x250 or 300x600	Yes	50K	100K	2.5MB/hi bw
IAB Filmstrip	300x600	Yes	75K	125K	2.5MB/hi bw
Half-Page Ad	336x850 or 300x600	Yes	50K	125K	2.5MB/hi bw
IAB Portrait	300x1000	Yes	75K	125K	2.5MB/hi bw
IAB Billboard	970x250	Yes	50K	100K	2.5MB/hi bw
IAB Pushdown	970x90	Yes	60K	100K	2.5MB/hi bw
HomepageSkin	1400x1000	No	150K	—	—
Interstitial	770x600	Yes	75K	25K	2.5MB/hi bw
Video Overlay Banner	300x50 or 450x50	No	—	—	—
Video Companion	234x60	No	30K	—	—
Video Skin	340x571	No	100K	—	—
Instream Video	16:9 and 4:3	—	—	—	2.5MB/hi bw

Please Note:
This is a basic overview to Turner Digital and creative specifications. For more lengthy details of the creative specs, more information and for individual ad units and their specs please reach out to your sales associate for any additional spec questions.

General Guidelines:

Lead Time: Standard ads 2 business days; Rich Media ads 5 business days.

Functionality:
- Where applicable, the "ON/OFF", "STOP/PLAY", and "CLOSE" button must be prominent and located in the upper right corner.
- Where applicable, the method of expansion and un-expansion must be the same. (i.e., click-to-initiate/click-to-close OR roll over-to-initiate/roll off-to-close). Our sites strongly recommend and prefer "click-to-initiate/click-to-close", however, will accept "roll over-to-initiate/roll off-to-close" on pages other than the site home page pending site approval.

Close Button:
- A mandatory "CLOSE X" button(s) must be prominent and obvious in the top right corner for floating, out-of-banner, billboard, pushdown and expandable banner ads initiated by a user's click.
- Close button font size must be 11 pixels, bold text, and 4 pixel padding around the text.
- The ad, including the CLOSE button, may not cover core page navigation or other ads.

Audio and Video Requirements:
- Looping is not permitted.
- Must be user initiated by click and have a clear and visible mute button.
- No host-initiated audio is permitted.
- All in-banner video can auto play for 30 seconds, Audio must be user initiated by click.
- Audio must be user-initiated by clicking within the banner and contain clearly visible "mute" and "stop" functionality.
- Video File Size is a maximum of 2.5 MB and maximum frame rate is 18 FPS.
- All audio will conform to dial norm specs: -24 lkfs
- Standard format is stereo on channels 1&2 and Dolby 5.1 on 3-8.
- If standard hi-res format differs from this, this must be specified so we can transcode to our format.
- ALL mez files should have stereo encoded on channels 1 and 2. If 5.1 is available, put it on channels 3 through 8 and specify via the XML.
- Audio typical operating level corresponds with –20dbfs.
- All audio must not peak above -10dBFS.
- Animation: All animation time is 15sec with max of 3 loops.

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Frame Rate: Frame rate is 24fps.

Flash: Flash version can go up to 11.

Border: All ads must have a 1px border around the creative if the color is white or the same color as the site background.

Z-Index

This is merely a guide for what the z-index value should be in order for ads to work properly with menus and other elements on the page.

In general, Pushdowns across all sites should have a z-index of 0. However, there are instances when skins and special site templates can cause the Pushdown value to need to be >1 in order for the pushdown to be seen.

It is recommended to start with the lowest possible value first to see if it will work.

Pushdown
- Minimum Z-Index = 0
- Maximum Z-Index = 0

Expandables
- Varies by Site