Full Page Flex Design Guidelines

DRAFT – 08.012.13

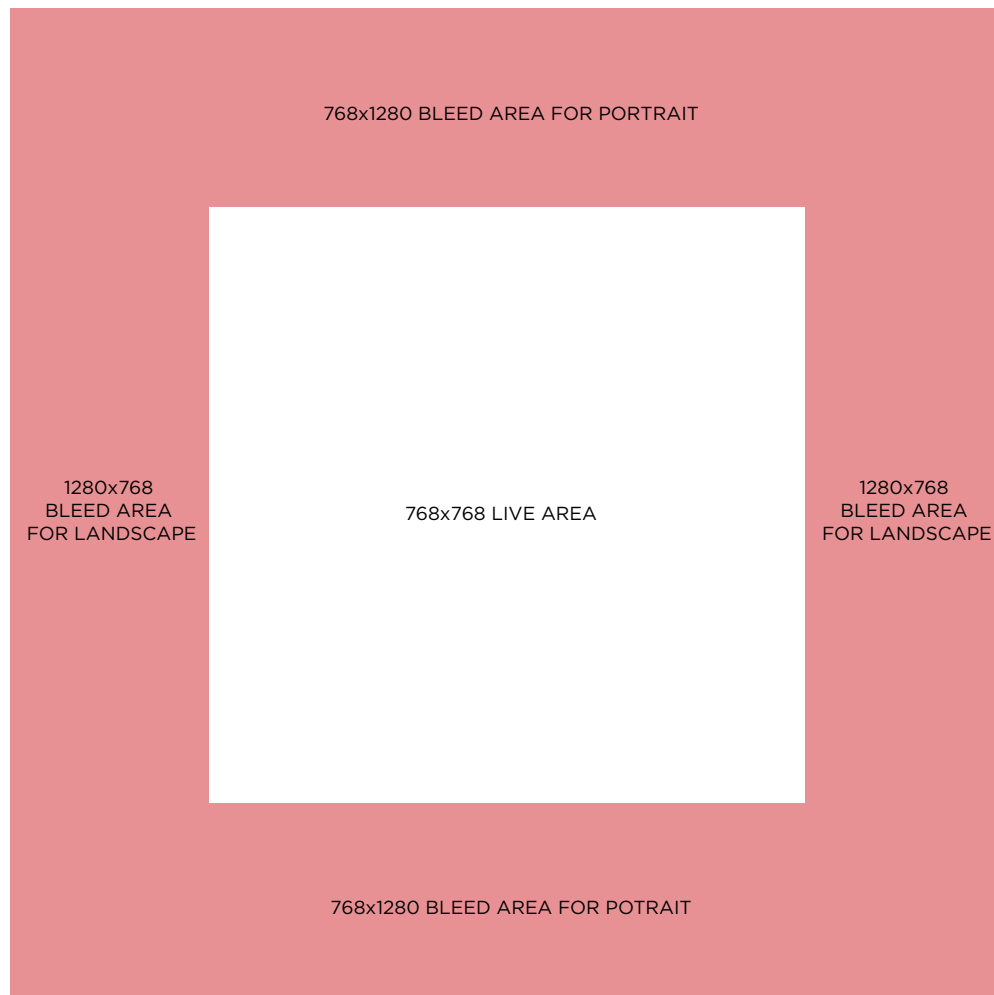# TABLE OF CONTENTS

GANNETT DIGITAL

INTRODUCTION

Gannett Digital has taken the IAB Mobile Full Page Flex and expanded upon it's purpose to responsively fit across platforms and devices. Where the mobile specification is designed for mobile devices in mind, the Full Page Flex supported by Gannett is intended to run in web browsers as well as mobile and tablet platforms.

IAB Mobile Full Page Style Guide and Technical Specification:
http://www.iab.net/media/file/IAB- mobile_full_page_flex_style_guide_and_tech_specs.pdf
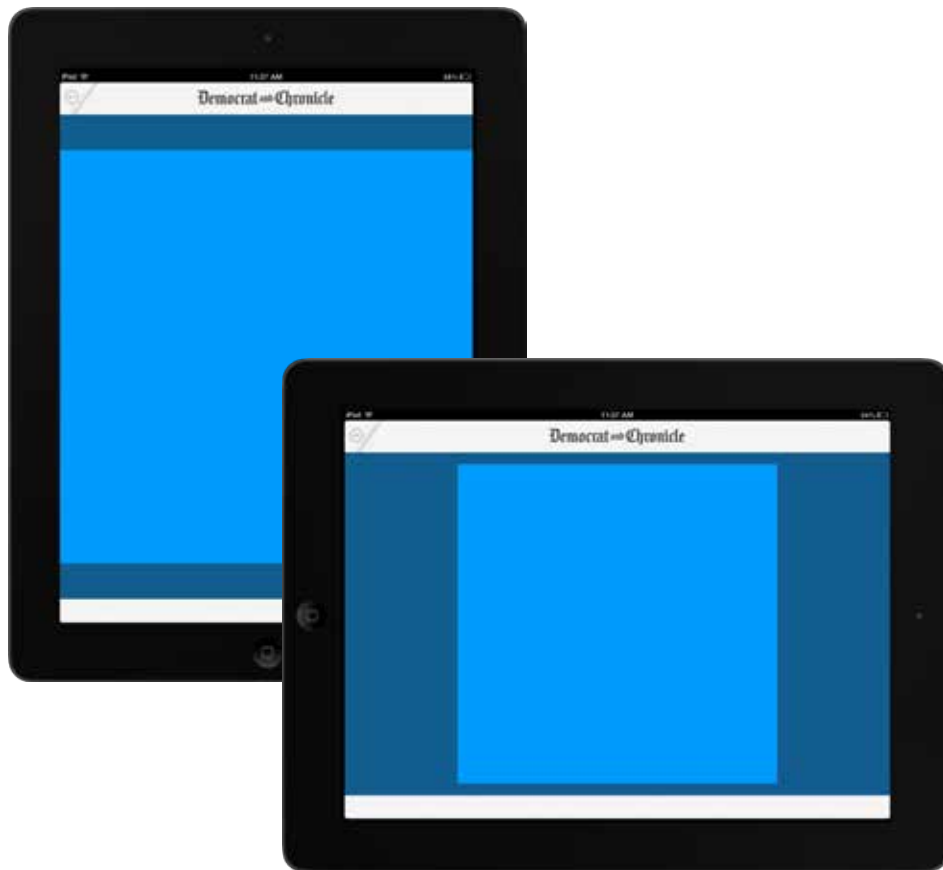
TECHNICAL SPECIFICATIONS

768x1280 BLEED AREA FOR PORTRAIT

1280x768
BLEED AREA
FOR LANDSCAPE

768x768 LIVE AREA

1280x768
BLEED AREA
FOR LANDSCAPE

768x1280 BLEED AREA FOR POTRAIT

The Full Page Flex consists of an inner title safe area and an outer bleed area.
The title safe area is guaranteed to be in view. This area is where all click through, text, and graphics are to go.
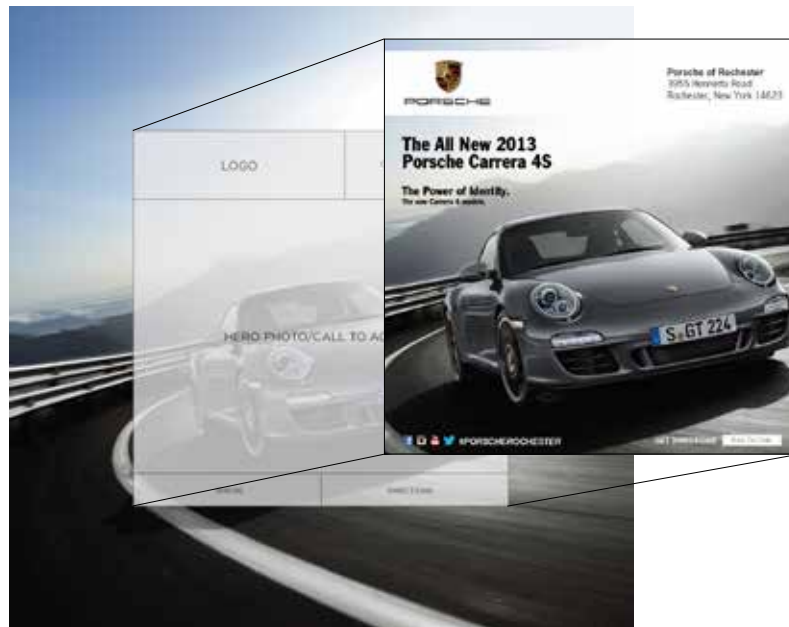
The ad unit container will determine how much of the outer bleed area will be cropped.

BEHAVIOR AND UI ELEMENTS

The previous examples show how the outer bleed areas can be cropped and the inner title safe areas can be scaled to fit the approved sizes.

EXAMPLE 1: EVERYTHING IS INSIDE THE BOX

EXAMPLE 2: BLEEDING ELEMENTS

SIZES AND TECHNICAL SPECIFICATIONS

SIZES

TITLE SAFE AREA	BLEED AREA
768 pixels by 768 pixels	1280 pixels by 1280 pixels
600 pixels by 600 pixels	1024 pixels by 1024 pixels
480 pixels by 480 pixels	800 pixels by 800 pixels
320 pixels by 320 pixels	480 pixels by 480 pixels

TECHNICAL SPECIFICATIONS

ATTRIBUTE	DESCRIPTION UNIT	UNIT/ENTRY TYPE
Max Initial File Load Size (KB)	The total size of the creative file for an ad, measured in KB, the load along with (inline with) the files that load when the user first initiates a page/App load.	50 KB
Subsequent Max User-Initiated File Load Size	Additional file size allowed to load on a page. This includes images, fonts, JavaScript, and CSS.	512 KB
Subsequent Max Additional User-Initiated File Size	Additional file size allowed to load on a page after the user has interacted with the ad (e.g., auto streaming video). Gannett doesn't limit the file size of videos when a user clicks to play.	2.2 MB
Maximum Video Length	Length of an auto play video.	30 seconds
Audio Initiation	The audible file that may accompany ads. Advertising audio should never play without user initiation.	User initiated sound for auto play. Note: iOS won't allow audio or videos to auto play.
Maximum Animation Length	Not digital video, as it relates to this document.	15 seconds No looping
Supported Creative		HTML5, Static Image

THINGS WE'VE LEARNED

NO OPENING ANIMATION
The speed at which the user is navigating and browsing through our sites and apps causes advertisements that have "opening animation" to perform below expectations.
The faster the user can get the interactive points or call to action(s); the more likely they are to touch/click.

CALL TO ACTIONS TO LOOK LIKE BUTTONS
Users are more likely to click on a button than something flat.

LARGER CLICK REGIONS
Since the ad needs to perform in a mobile and tablet environment, click through regions should be at least 55 pixels by 55 pixels. Gannett Digital recommends using click through regions that make sense to users (CTA buttons, images, copy, etc). Making the entire ad (including background) interactive tends to invite "accidental" clicks which can cause frustration for users who did not intend to actually click on the ad.

VIDEO ONLY VS. INTERACTION POINTS PLUS VIDEO
Gannet Digital recommends that the advertiser includes interaction points instead of just using the ad space to house a pre-roll video.