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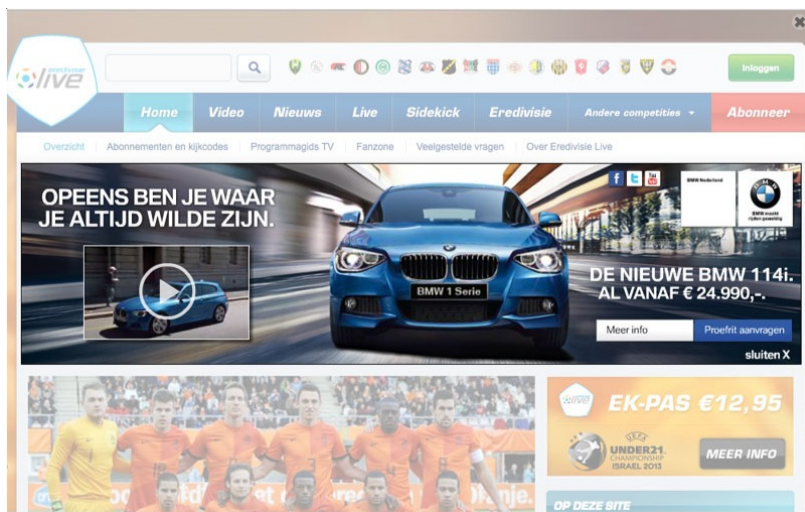
IAB Rising Star Ad Units

Sojern is proud to support IAB Rising Star Ad Units. These brand-friendly ad units are bigger, bolder and offer multiple styles that are both rich and interactive.

Billboard

- Full Rich Media Interactivity
- Huge User Engagement
- High Visibility Placement
- Large 970×250 Canvas

Opportunity: The Billboard essentially offers a large, prominently placed blank canvas allowing marketers to tell their story however they want.



Portrait

- Large, Visually-Captivating Multi-Functional
- Direct Brand Interaction
- High Impact 300×1050 Experience

Opportunity: Run highly interactive, content-driven ads with a clear content hierarchy. You can present a highly visual, eye-catching experience in the top module, and some interesting supplementary functionality in the two secondary units.

The screenshot shows the The Weather Channel website interface. At the top, there's a navigation bar with links like Home, Forecasts, Severe Weather, Maps, Weather Apps, Video, Witness Weather, Travel, Outdoors, Mobile & Downloads, and On TV. Below this is a search bar and a section for 'My Saved Locations' showing Atlanta, GA (30339) with a current temperature of 90°F. The main content area is divided into several sections: a large map of Texas and Mexico with a video player for 'Arlene moves inland'; a 'Weather News' section with a list of updates and a map of the United States; a 'Video' section with four thumbnails for 'Tropical Storm Arlene', 'Raw Video: Mt. Rainier', 'Viewer Favorite: Security cam tornado', and 'Viewer Favorite: Tornado misses car'; and a 'Volt' advertisement for the Chevrolet Volt. The layout is designed to guide the user through various content elements in a sequential manner, similar to a filmstrip.

Filmstrip

- Richly engaging
- The power of 5 ads in 1
- Creative story-telling within 300×3000 canvas

Opportunity: Tell the brands story as users navigate the frames of the filmstrip. The frames can correspond to the five steps of the typical purchase funnel, or present a unique and creative information flow.

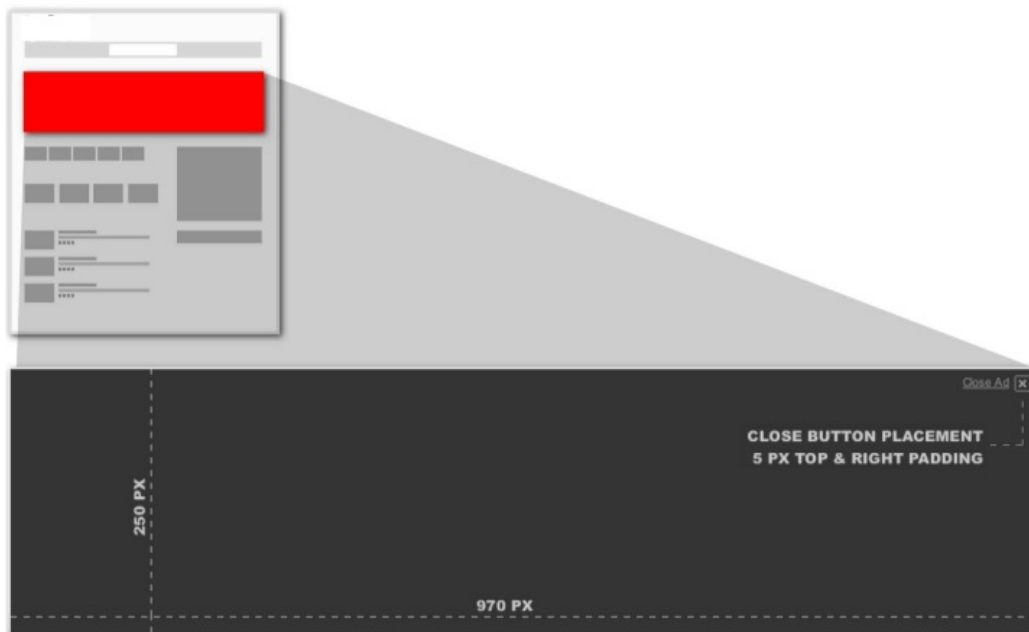


IAB Billboard

This large, front and center interactive unit is designed to catch the users' attention immediately. It's page-top position, offers more space and greater functionality for video, animation and interaction.

970×250 large billboard with full close-ability

One of the Billboard unique features is the integration of a "Close Ad" button. The Close Ad button will collapse 100% of the Billboard ad and leave a "Show Ad" button that will redisplay the ad on user click. When a user clicks "Show Ad", the ad will reappear pushing page content back down and the "Close Ad X" button will appear on the Billboard.



Billboard Show Ad Button Options

Show ad text with icon

As this button has no branding it does not require a border. If an image is used a dimension of 88×31 is recommended.

- [Show Ad](#) 

Show ad text with icon and residual branding

These formats allow for branding.

- Vertical 62×88

“Show Ad” text is part of a static image and should be centered in the top 31 pixels. The branding can appear in the lower 31 pixels of the image. On click the full ad is displayed.



- Horizontal 196×31

“Show Ad” text is part of a static image and should be centered in the right 88 pixels. The branding is to be displayed in the left 88 pixels of the image. On click the full ad is displayed.



http://www.iab.net/media/file/IAB_Billboard_Style_Guide.pdf

Close Button: “Close Ad X” language must be displayed in the upper right hand corner of the ad unit. Default image should not contain “Close Ad X” language.

Show Button: “Show Ad” must be displayed in the collapsed ad.

Billboard Submission Standards

Dimensions: 970×250

Format: .gif, .jpg, .png, .swf, and rich media (all flash ads must have an alternative .gif or .jpg version of the creative)

Maximum File Size: .gif, .jpg, .png, .swf 40K combined; Rich media 40K initial load size; 1.2M for in-page video ads; 80K for expandable

Frame Rate: 24 FPS

Bandwidth Detection: Not allowed

Rich Media and In-Banner Video must be served by a 3rd party vendor

Rich Media:

- All control buttons must be available e.g. close, play, rewind, pause, volume. Control button text should be 16 point font
- Expand must be user-initiated
- Do not go over the 2x initial ad size
- Ads can continue to loop for a maximum of 15 seconds

In-Banner Video:

- Videos must be IAB VAST complaint
- File size cannot exceed 100K
- Ads cannot expand
- Audio must be user-initiated
- Must include: Progress bar, play/pause/stop button, mute/unmute button.
- Unit can animate for a maximum of 30 seconds without sound on load. All animation should stop upon exit click.
- Use a 16:9 aspect ratio and take up major unit on load

Flash Ads:

- All flash ads must have an alternative .gif or .jpg version of creative. Flash publish settings must be version 10.1 or below, using ActionScript 2.0 or 3.0 and the use of the industry standard clickTAG.
- How to Add ClickTags (insert url here)

General Guidelines:

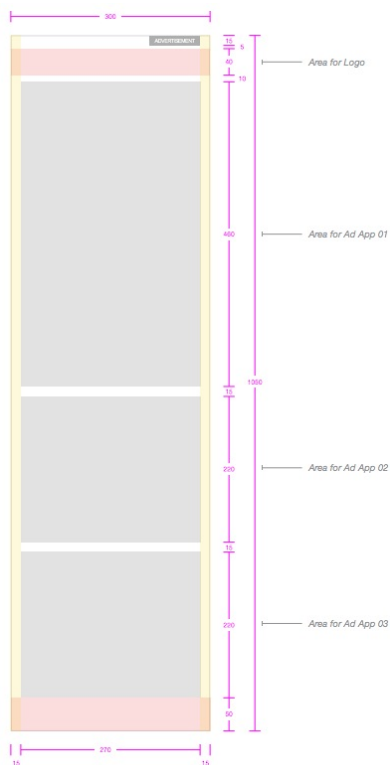
- All ad units must launch a new browser window when clicked
- Accepted Ad tag formats: JavaScript or iFrame
- A 1×1 pixel may be allowed for third party tracking

IAB Portrait

The Portrait is a high impact, advanced in-banner ad unit that offers prominent branding and large real estate to capture the user's attention. The large canvas is segmented into three units (apps) that can be customized to include several highly interactive features and content. These interactive elements provide the user with a highly immersive 300×1050 ad experience.

300×1050 tall with three expandable apps (one large and two small)

Exercise your creative license and integrate content such as videos, maps, photo gallery, social media, or custom content- apps can seamlessly expand over the page's editorial content.



Portrait Guidelines

This unit is highly standardized with rigid specifications for logo placement and content apps within the ad's real estate. The units are specified from top to bottom as follows:

- Header area for logo & copy.

- Large unit “app 1”, which can include a large photo with gallery of thumbnails, large photo with image carousel, product showcase, 360 view, among other specific other specific options.
- Two smaller units “add apps”, which can include video, maps, coupons, polls, social elements, etc.

Guidelines

- The feeling of three (3) distinct modules should be maintained.
- At least one app should have some kind of call to action (more information, buy here, etc).
- The three (3) apps should feel connected and have unique section titles.
- The entire image is clickable.

App Expansion



http://www.iab.net/media/file/IAB_300x1050_style_guide_v3.pdf

Portrait Submission Standards

Dimensions: 300x1050

Format: .gif, .jpg, .png, .swf, and rich media (all flash ads must have an alternative .gif or .jpg version of the creative)

Maximum File Size: .gif, .jpg, .png, .swf 40K combined; Rich media 40K initial load size; 1.2M for in-page

video ads; 80K for expandable

Frame Rate: 24 FPS

Bandwidth Detection: Not allowed

Rich Media and In-Banner Video must be served by a 3rd party vendor

Rich Media:

- All control buttons must be available e.g. close, play, rewind, pause, volume. Control button text should be 16 point font
- Expand must be user-initiated
- Ads can continue to loop for a maximum of 15 seconds

In-Banner Video:

- Videos must be IAB VAST complaint
- File size cannot exceed 100K
- Ads cannot expand
- Audio must be user-initiated
- Must include: Progress bar, play/pause/stop button, mute/unmute button.
- Unit can animate for a maximum of 30 seconds without sound on load. All animation should stop upon exit click.

Flash Ads:

- All flash ads must have an alternative .gif or .jpg version of creative. Flash publish settings must be version 10.1 or below, using ActionScript 2.0 or 3.0 and the use of the industry standard clickTAG.
- How to Add ClickTags (insert url here)

General Guidelines:

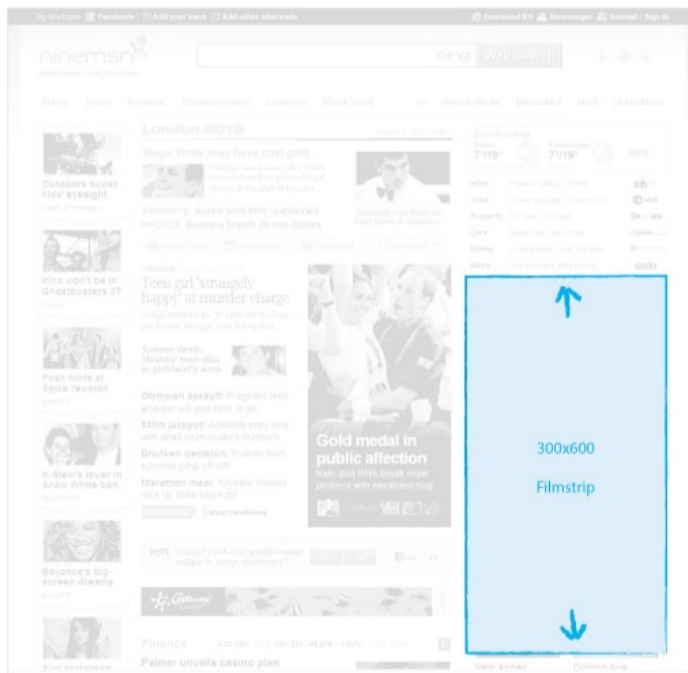
- All ad units must launch a new browser window when clicked
- Accepted Ad tag formats: JavaScript or iFrame
- A 1×1 pixel may be allowed for third party tracking

IAB Filmstrip

The Filmstrip is a high impact, breakthrough in-banner ad unit that enables enhanced creative story-telling capabilities within a single ad creative. Within this in-page display ad unit, the user sees the initial 300×600 frame and can then scroll up and down within the Filmstrip to explore and interact with all five frames of the 300×3000 Filmstrip ad unit. Advertisers submit one 300× 3000 Filmstrip containing five different frames. The Filmstrip is then served through the 300×600 ad space.

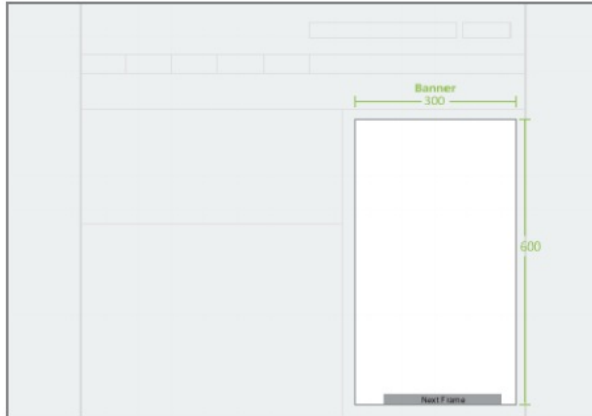
300×3000 In-page display area: 300×600

Differentiating format with which to build brand awareness, aligning the five segments of the Filmstrip to the five stages of the purchase funnel (awareness, interest, desire, intent, and loyalty).



Filmstrip Storyboard

1. In-page Display unit delivers with call to action to move Filmstrip down on frame.



2. From the first panel, the user can interact in three different ways:
 - Clicking the areas indicated at the lower or upper areas of the panels.
 - Scrolling the page so that the Filmstrip moves automatically from one panel to another.
 - Or, if the user has previously interacted with the ad, the Filmstrip automatically shows them the next frame in the sequence.



Filmstrip Submission Standards

Dimensions: 300×600; additional panels (x5) 300×600

Format: .gif, .jpg, .png, .swf, and rich media (all flash ads must have an alternative .gif or .jpg version of the creative)

Maximum File Size: .gif, .jpg, .png, .swf 40K combined; Rich media 40K initial load size; 1.2M for in-page video ads

Frame Rate: 24 FPS

Bandwidth Detection: Not allowed

Rich Media and In-Banner Video must be served by a 3rd party vendor

Rich Media:

- All control buttons must be available e.g. close, play, rewind, pause, volume. Control button text should be 16 point font
- The unit cannot expand outside the 300×600 area.
- Ads can continue to loop for a maximum of 15 seconds

In-Banner Video:

- Videos must be IAB VAST complaint
- File size cannot exceed 100K
- Ads cannot expand
- Audio must be user-initiated
- Must include: Progress bar, play/pause/stop button, mute/unmute button.
- Unit can animate for a maximum of 30 seconds without sound on load. All animation should stop upon exit click.

Flash Ads:

- All flash ads must have an alternative .gif or .jpg version of creative. Flash publish settings must be version 10.1 or below, using ActionScript 2.0 or 3.0 and the use of the industry standard clickTAG.
- How to Add ClickTags (insert url here)

General Guidelines:

- All ad units must launch a new browser window when clicked
- Accepted Ad tag formats: JavaScript or iFrame
- A 1×1 pixel may be allowed for third party tracking

Getting Started

How To

- Creative can be Turn Ad Served or through a Third Party Ad Server.
- To gain access to Rising Star Ad Units, the set-up would be the same as it is for any other creative layout. You would simply upload the creative to the platform and select all inventory sources. Even though its currently only available through a subset of inventory sources: Improve Digital, Rubicon, AppNexus, and Pubmatic. (this may quickly change and thus selecting all inventory sources will allow for campaigns to run on all inventory as it becomes available.)
- Select ad size- available under Thrid Party > Layout within the console.

Inventory

Available Inventory Sources

- AppNexus, ImproveDigital, PubMatic & Rubicon

Pricing

- \$20 dCPM