

## Sojern Travel Platform (STP)

### Online Ad Sizes

300 x 250  
728 x 90  
160 x 600

### Video Ad Sizes

480 x 360  
(4:3 aspect ratio)  
480 x 270  
(16:9 aspect ratio)

### Acceptible Media Types

.gif, .jpg, .png,  
.swf, and rich media

### Maximum File Size

40k

### STP General Guidelines

- All ad units must launch a new browser window when clicked
- Ads can continue to loop for a maximum of 15 seconds
- Accepted ad tag formats: JavaScript or iFrame
- Audio must be user initiated with a clearly present on/off button
- In-banner video and rich media must be served by a 3rd party vendor
- **Lead Time:** Three business days for standard creative; five business days for rich media

## Boarding Pass Takeover

### Online Ad Sizes

300 x 600  
620 x 200

### Wallpaper Image

2200(w) x 1900(h)  
(fixed static image)

### Acceptible Media Types

.gif, .jpg, .png, .swf,  
rich media  
(online only)

### Maximum File Size

Online Ads 40k  
Wallpaper 500k

### Boarding Pass Takeover General Guidelines

- **Lead Time:** Three business days for standard creative; five business days for rich media. If Sojern is building the ads and wallpaper image, a four week lead time is required
- Max Frequency: 1 day duration, 1 takeover per week

# Boarding Pass Ads

## Online Ad Sizes

300 x 250

300 x 600

## Print Ad Sizes

(static only)

300 x 250

300 x 500

## Acceptible Media Types

.gif, .jpg, .png,

.swf, and rich media

(online only)

## Maximum File Size

40k

## Boarding Pass Ads General Guidelines

- All online ad units must launch a new browser window when clicked
- All 3rd party tags are required to serve from secure servers (https). In addition, any image or pixel that is called during the serving of the creative must originate from a secure server (including print ads)
- All flash ads must have an alternative .gif or .jpg version of creative
- Flash requirements: v10.1 or below, ActionScript2 or 3 and the use of the industry standard clickTAG variable
- Accepted ad tag formats: DFA Internal Redirect, JavaScript or iFrame
- Ads can continue to loop for a maximum of 15 seconds
- Audio must be user initiated with a clearly presented on/off button
- In-banner video and rich media must be served by a 3rd party vendor
- Progressive streaming is allowed on a case-by-case basis where the company's streaming server is secure
- No 4th party serving
- Due to the sensitive nature of the Airline Boarding Pass, if you use 3rd party tags, we require that you show us all of the images that you plan to run through the tags before the campaign begins. If you make any creative changes during the course of the campaign that involve different images from the original group, we also require that you provide us a chance to review before they are made live
- **Print Ads:** White space is your friend! These ads should be 60% white space — this is a courtesy to travelers as many print their boarding passes from home computers  
  
Don't forget to include a phone number, address and/or directions and a website url. Travelers are much more likely to respond to a print ad with all the details included in the ad
- **Lead Time:** Three business days for standard creative; five business days for rich media

# Video

## Supported Ad Formats

- Pre-roll, mid-roll, and post-roll video ads with or without a companion
- FLV, MP4, WEBM, MPEG-1, MPEG-2, OGG, MOV, WMV, and MKV are all supported per creative. However, one FLV file is required per creative
- Use a 4:3 or 16:9 aspect ratio (640 x 480 or 640 x 360 preferred)

## Maximum File Size

File size: 15-second and 30-second video ads, should be less than or equal to 5 MB

## Video General Guidelines

- Video must be IAB VAST 2.0 compliant approved by Adap.tv, Adtech, Brainient, DoubleClick, Eyeblander-Mediamind, eyeReturn, Eyeview, Innovid, Jivox, LiveRail, Mixpo Video, Pipewave, PointRoll, Specific Media, Spongecell Video, Telemetry, Video Hub, Vindico
- VPAID 1.0 in ActionScript 3 is supported
- File rate: Video bit rate 600 kbps, maximum video frame rate 30fps
- Resolution: Preferred resolution 640 x 480
- Audio: Audio codec MP3

## Companion Banner Ad Dimensions

- Each video can have one companion ad
- 300 x 250: Most common size supported by inventory (recommended)
- 300 x 60: Less common size supported by inventory, primarily used on YouTube

## Companion Ad Sizes Include

120 x 90	120 x 240	125 x 125	180 x 150	336 x 280	234 x 60	468 x 60
120 x 120	120 x 600	160 x 600	300 x 600	425 x 600	350 x 60	728 x 90

## Facebook Exchange - Marketplace (Right Rail)

### Image Size

120 X 120

### Title

25 character maximum  
(including spaces); no  
special characters

### Body Copy

90 character maximum  
(including spaces); no  
special characters

### Link

Title and image link to  
client specified url

### Variations

At least 5 different images, titles and body copies are required for optimization purposes

### View Tags

- For impression tracking, please provide a secure (https) 1 x 1 pixel
- Tag must not drop more than one cookie
- Size of cookie is less than 1024 characters (1 kb)
- Tag does not redirect more than once
- Sample view tag: <https://view.atdmt.com/XYZ/view/123456789/direct/01/>
- FBX servers receive a response from the tag server in less than 1 second
- Lead Time:** If this is your first FBX campaign, it typically takes 48 hours to complete the mapping and to enable FBX as an advertiser

## Facebook Exchange - Page Post Ads (News Feed)

### Image Size

1200 x 627  
(best quality)

200 x 200

400 x 209

800 x 418

### Message

90 character  
maximum  
(including spaces);  
no special  
characters

### Name

25 character  
maximum  
(including spaces);  
no special  
characters

### Domain URL/ Caption

50 character  
maximum

### Description

250 character  
maximum

## View Tags

- For impression tracking, please provide a secure (https) 1 x 1 pixel
- Tag must not drop more than one cookie
- Size of cookie is less than 1024 characters (1 kb)
- Tag does not redirect more than once
- Sample view tag: <https://view.atdmt.com/XYZ/view/123456789/direct/01/>
- FBX servers receive a response from the tag server in less than 1 second

## Viral Propensity

Social elements appear directly below the ad unit and are visible with each insertion. Notifications of comments, viral engagement, insights and communication can be moderated on your unpublished News Feed Ad on your Facebook page (with proper admin rights)

When users like a comment on a News Feed ad, it will trigger viral impressions of that ad in their friends' News Feeds. These viral impressions will never fire view tags, but will result in more outbound clicks that fall on the landing page from that ad. This benefit ("free" outbound clicks) is the only value that social distribution provides to FBX

## Prerequisites to Go Live

Provide advertising-level permission on Facebook:

Within Facebook, add "turnfbx1@turn.com" as an approved advertiser. You can do this by navigating to the Admin Panel on your brands Facebook Page. Select **Edit Page** and click **Manage Admin Roles** from the drop-down menu. In the empty slot, enter the email address turnfbx1@turn.com and switch the type to **Advertiser**

## Facebook Exchange - Page Post Ads (News Feed) General Guidelines

- FBX only supports News Feed ads on desktop browsers
- Use clear images and close-up photo images
- Choose images and colors that look vivid against Facebook's blue and white
- Create texts with a clear Call To Action
- Run promotions and test free offers, discounts or loyalty programs to drive sales
- Punctuation and grammar are key to piquing attention (capitalize words that draw attention: "FREE" or "SALE")
- Create multiple variations of the ads for A/B testing
- There are user-level caps that prevent users from seeing too many ads consecutively, overall, and from a specific page on a given day. For that reason, we highly recommend running News Feed in conjunction with Right Rail

## Mobile - Targeting

### Cookies

Cookies are not supported on mobile applications and third party cookies are not supported across some mobile browsers (iOS/Safari). This means that retargeting and behavioral targeting cannot be supported consistently for mobile advertising, as is the norm for display. In addition, cross device user targeting is not yet available

### Technographic

Mobile device, OS,  
manufacturer, and model  
Connection Speed  
Mobile Carrier

### Location

Country to Postal Code  
Geo-fencing  
Location Context (Factual)  
Language  
Day-part

### Inventory

Mobile web vs. Apps  
Content Category  
Contextual  
Brand Safety  
Page Quality

### Demographic

Age and Gender  
HHI (Verizon data)  
Retargeting  
Impression  
Click

## Mobile - Sojern

### Ad Sizes

120 x 20	168 x 28	300 x 250	480 x 80
120 x 600	216 x 36	320 x 50	728 x 90
160 x 600	300 x 50	468 x 60	800 x 80

### Acceptable Media Types

.gif, .jpeg, .png

### Maximum File Size

30k

### Submission Standards - General Ads

- All creative requires a 1-pixel border
- Maximum animation = 15 seconds
- No floating or pop-up creative accepted

### Submission Standards - Third-Party Tracking

- Unwrapped 1 x 1 third-party redirect tags supported for both impression and click tracking
- Sojern hosted creative is eligible for inventory that does not accept JavaScript. For ex: in-app inventory on DoubleClick Ad Exchange (AdX)

### Response Mechanisms

- Tap to Call: Initiate phone call
- Tap to App Store: Open platform's App Store or marketplace
- Tap to Map: Launch map app with preset destination
- Tap to Web: Redirect user to landing page on mobile site

# Mobile - Third Party Server

## Ad Sizes

120 x 20	216 x 36	468 x 60
120 x 600	300 x 50	480 x 80
160 x 600	300 x 250	728 x 90
168 x 28	320 x 50	800 x 80

## Acceptible Media Types

Standard banner (using simple HTML tags)  
 Expandables: Ad unit expands to an interactive rich media experience when tapping creative

## Maximum File Size

30k

## Submission Standards - General Ads

- All creative requires a 1-pixel border
- All third-party redirect tags supported for both impression and click tracking
- Maximum animation = 15 seconds
- No floating or pop-up creative accepted

## Submission Standards - Third-Party Tracking

- 1 x 1 third-party redirect tags supported for both impression and click tracking
- Third-party hosted creative is not eligible for inventory that does not accept JavaScript

## Certified Third-Party Server

- Standard images: DART, Celtra, MediaMind
- Mobile rich media: Celtra

## Rich Media Ad Unit Guidelines

After user taps to engage with an ad, there are no limitations for video or audio duration or looping

- Recommended maximum ad unit expansion dimensions are: Smart phone 320 x 480 and Tablet 1024 x 768
- Close button is required for tap to expand ads

## Response Mechanisms

Support for all components and custom interactions from Celtra

# Flash Banner 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. Follow these instructions to add a clickTAG to your banner ad. Ads can animate for 15 seconds maximum.

## How To Add ClickTAGs

1. Create a new layer in the timeline. Make sure it's the top layer
2. Using the Rectangle Primitive Tool, create a box over the entire banner ad. Make the fill color white and the alpha to 0%
3. Right click on the box and click on Convert to Symbol
4. Name your symbol ClickTAG and set the type to Button
5. Right click on your newly created Symbol and select Actions
6. Inset the following code into the actions panel:

```
on (release) {
  getURL (clickTAG, "_blank");
}
```

## Lead Time

An initial ad concept will be created for one ad size. Once approved, the other two ads will be designed. Please allow enough time for client feedback.

- One animated banner ad will require three business days
- A set of ads (300 x 250, 160 x 600, 728 x 90) will require 5 business days
- Two sets of ads (two design concepts of the a 300 x 250, 160 x 600, 728 x 90 size ads) will require at least seven business days