Universal Ad Package Guidelines
2013 Update

Executive Summary

The objective of the IAB Universal Advertising Package (UAP) Guidelines is to update the Australian industry-agreed standards for online advertising placements including rich media. The guidelines are intended for marketers, agencies and media companies involved in the creation, planning, buying and selling of online advertising and represent an attempt to bring the industry in-line with the creative demands of all advertisers.

The IAB goal is to simplify the simplify the media creation and buying process by making these new guidelines easily accessible, adoptable and understandable, deliver operational efficiencies, and drive growth for both standard and rich media formats without compromising creativity. The standard ad units represent the most commonly bought ad unit, while rich media is defined as ads which utilise additional video, animation or interactive elements beyond those achievable in a standard display ad.

These guidelines have been developed based on the following considerations:
- Input from the IAB Standards and Guidelines Council with representation across Publishers, the Media Federation of Australia, The Communications Council and Media Agencies;
- Feedback from the broader industry;
- A review of existing international IAB UAP ad standards; and
- Australia's current internet connection speeds.

Note: Please be advised that these IAB guidelines represent an industry recommendation. Accordingly, not all publishers nor all IAB member companies adopt these guidelines without modification relative to their own unique business offering. Marketers, creative designers and media agencies are strongly advised to consult directly with publishers in order to obtain their exact creative specifications**.**

Universal Ad Package

Ad Format	Medium Rectangle	Leaderboard	Wide Skyscraper	Half Page
Initial Dimensions	300 x 250	728 x 90	160 x 600	300 x 600
Max. Initial File Size	40 kb			
Max. Flash Animation Frame Rate	24 fps (frames per second)			
Max. Animation Duration	30 seconds			
Flash & Action Script Version Acceptance	v11 / AS3 (all earlier versions accepted)			
Labelling Requirements	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)			
Compatibility Notes	For times when the user's browser does not support creative functionality (i.e. Flash, HTML5), provide a standard image file.			

Rich Media: In-Banner Video & Expanding Ads

Ad Format	Medium Rectangle	Leaderboard	Wide Skyscraper	Half Page
Max. Expanded Dimensions	650 x 350	728 x 315	600 x 600	600 x 600
Max. Initial File Size	40 kb			
Max. Polite File Size	200 kb			
Max. Polite Video File Size	2 mb (preloaded with no user initiation)		10 mb (not preloaded, user initiated by click)	
Expansion / Retraction Requirements	Mouse cursor hovers over ad for at least one second or click to open, expanding panel closes immediately on mouse-off		Click to open, click to close	
	Clearly defined calls-to-action should be provided "Close X" on expanded panel and "Expand" on collapsed panel			
Audio Initiation	Must be user initiated (on click: mute/un-mute); default state is muted			
Required Video / Audio Controls	Play, Pause, Mute, Volume Slider			

Rich Media: Floating / Over The Page Ads

Initial Dimensions	Please refer to individual publisher specifications
Max. Initial File Size	100 kb
Max. Animation Duration	10 seconds
Close Button Requirements	Clearly defined "Close X" must be present at top-right corner for entire duration

Creative Submission Lead Times

In order to ensure timely and smooth campaign launches, marketers and agencies must ensure publishers are provided with sufficient lead time required to test ad creative on their webpages prior to campaigns going live. Time, money and even user engagement can be lost when an ad doesn't display properly on a webpage at the start of a campaign. Lead times of three working days (for standard creative) and five working days (for rich media and video executions) are established in the local digital advertising industry but advertisers, creative designers and media agencies are strongly advised to consult directly with publishers for their individual submission lead times.

Glossary of Terminology

The following definitions describe terminology as it specifically relates to interactive display advertising creative designed for Internet websites.

Term	Definition
Animation	A programmatically generated display of sequential images, creating the illusion that objects in the image are moving. Not digital video, as it relates to this document (see the definition for "Video").
Audio	The audible file that may accompany ads. Advertising audio should never play without user-initiation.
Banner	Also known as "display ads", banner advertisements are a form of graphical ads embedded into a webpage, typically including a combination of static/animated images, text and/or video designed to convey a marketing message and/or cause the user to take an action. Banner dimensions are typically defined by width and height, represented in pixels.
Between-the-Page	Also known as "interstitial" ads, between-the-page ad units display as a user navigates from one webpage to the next webpage. The ad appears after the user leaves the initial page, but before the target page displays on the user's screen. Typically, the ad is self-contained within its own browser window, but may also appear briefly as an overlay on the target page rather than in its own browser window.
Byte	A unit of digital information in computing and telecommunications that most commonly consists of eight bits. Historically, a byte was the number of bits used to encode a single character of text in a computer and for this reason it is the basic addressable element in many computer architectures.
Campaign	The advertising period in which an ad delivery strategy is executed.

Click	An interaction between a website visitor and the browser in which the website visitor uses a device, such as a mouse, to move the cursor (or pointer) to an active area of the screen and then deliberately interacts with that area by clicking a button on their device, triggering an event. In the case of touch-screen devices, the user "clicks" by touching the active area with their finger or a stylus.
Close X	A creative control that enables a user to close an ad (remove it from view) or to reduce an expanded panel back to its original size.
Collapse	An event where the expanded panel of an expandable ad reduces to its original size, or disappears completely.
Controls	Active elements of an ad that enable a user to control the advertising experience. Examples of common controls include the "Close X" button in an expandable ad or the Play/Pause/Mute buttons in a video player.
CPU	CPU is an acronym for Central Processing Unit, the key component of a computer system, which contains the circuitry necessary to interpret and execute program instructions.
CPU Usage %	A guideline for the amount of central processing power used to display advertising content compared to what's available on an individual's computer. CPU usage percentage can be measured directly, during the execution of an online ad. In addition to file size, the complexity of drawings, gradients, slow moving animations and detailed moving elements can affect the number of calculations the CPU must make for each frame.
CPU Spike	A brief increase in central processing power, sustained for no more than a few seconds, experienced while "heavy" content is loaded/executed.
Creative	An advertising unit created by an ad designer, in accordance with publisher specifications and guidelines, for the purpose of communicating a marketing message to that publisher's audience. One creative may consist of multiple files in various formats, such as standard images, animation, video, execution files (.html, .js, etc.) and other files that work together for an interactive experience.

Creative Dimensions	Measured in pixels, the width and height of an ad unit (WxH). The width is always the first dimension listed, followed by the height dimension (i.e. an ad that is 300x250 is 300 pixels wide by 250 pixels high).
Cursor	The graphical representation of a "pointer" on a user screen, controlled by the user's interaction with controlling devices such as a mouse, mouse pad, stylus or other input hardware.
Expandable Ads	Rich media ads that can be enlarged to dimensions beyond the initial dimensions of the placement they fill on the webpage. The user initiates expanding events, sometimes after the ad initially expands briefly on its own to catch the user's attention.
Expanded Dimensions	The secondary dimensions of an expanding ad unit (after the ad is expanded). Initial dimensions are fit to the dimensions of the placement. Then, either by auto-play or by user interaction, the ad unit expands to its secondary dimension.
Flash™	Software developed by Adobe used to build, generate, and play animated files. Also used to define the creative files generated by the program.
FPS	FPS is an acronym for Frames Per Second, the metric used to indicate the frame rate of animated or video creative content.
Frame Rate	The rate at which video frames or animated images display as the video or animated file executes, measured as the number of frames per second (fps).
GPU	GPU is an acronym for Graphics Processing Unit. In modern computers, the GPU handles graphical processing, decreasing the processing burden handled by the CPU.
In-Banner Video	A video delivered as part of (inside of) the display ad creative for a given placement rather than initiating the use of a video player.
Initial Dimension	The original width and height (in pixels) of an expanding ad. Expanding ads are designed to expand to dimensions larger than the initial dimensions.

Initial File Load	The size of the creative file(s) for an ad, measured in KB or MB, that load along with (inline with) the webpage files that load when a user first initiates a page load. The initial file load size of an ad is limited in order to preserve the page load performance and thus the user's web browsing experience.
Interstitial	See 'Between-the-Page'
Kilobyte (KB)	A multiple of the unit 'byte' for digital information, used to quantify computer memory or storage capacity equal to a 1,000 bytes (or technically, $2^{10} = 1,024$ bytes). For the purposes of this document, this measure relates to creative file size. (See definition for Byte)
Labelling Requirements	The minimal requirements for distinguishing an online advertisement from regular webpage content.
Megabyte (MB)	A multiple of the unit 'byte' for digital information, used to quantify computer memory or storage capacity equal to 1,000 kilobytes (or technically, $2^{20} = 1,048,576$ bytes). For the purposes of this document, this measure relates to creative file size. (See definition for Byte)
Overlay	An ad unit that displays over the webpage content briefly when initiated.
Pause	A video, animation or audio control that enables users to stop the video, animation, or audio from playing until the user is ready to resume play.
Pixel (as a unit of measure)	The smallest unit of measure for graphical elements in digital imagery, used as the standard unit of measure for ad creative (i.e. 300x250 pixels). Pixels may also represent x/y coordinates relevant to a given space, such as the browser window, an application workspace or the user's computer screen. (See also "Tracking Pixel")
Play	A video, animation or audio control that enables a user to initiate (or avoid initiating) the video, animation or audio of an ad.
Polite file load	Withholding a portion of the total ad creative file size (besides any initial file load size) from loading on a page until publisher content has loaded.

Pop-up Ad	Any advertising experience where visiting a website in an initial browser window initiates a secondary browser window to deliver an ad impression directly above the initial browser window.
Progress Bar	A video or animation control that shows users the progression of the video or animation in relation to its total duration.
Progressive Load Video	A distribution method for serving video files in which the video file downloads progressively into the cache of a user's computer, much the same way images and other content elements are downloaded.
Retraction	An event programmed into an expandable ad the causes the ad to be reduced to its original dimensions (i.e. the expanded portion of the ad retracts).
Rollover	The wilful pause of the user's cursor on the target portion of the creative such pause lasting at least one second in duration, before an action may be initiated by the ad (i.e. trigger an expand event, etc.). This one-second pause/delay requirement prevents unwanted, user-initiated actions and false reporting of user engagement. Rollover may NOT initiate audio.
Skyscraper	A standard ad unit with dimensions of 160x600 pixels.
Standard Ad Units	A set of ad specifications for standard image or animated in-page ad units that establish a framework for advertising inventory and webpage design.
Streaming Video	A distribution method for serving video files such that the video is played over a persistent connection between the browser and the ad server. Versions of the file at different levels of compression (quality) can be served based on detection of the user's Internet bandwidth.
Submission Lead Time	The number of business days (non-weekend/non-holiday days) prior to a campaign going live in which a publisher needs to validate advertiser submitted creative(s) for a campaign.
SWF	Acronym for Shockwave Flash™. ".swf" is the file naming extension used for animated files complied using Adobe Flash™ software.

Tracking Pixel	A 1x1 pixel-sized transparent image that provides information about an ad's placement. In many cases, a tracking pixel is used to notify an ad tracking system that either an ad has been served (or not served, in some cases) or that a specific webpage has been accessed. Also known as: beacon, web beacon, action tag, redirect, etc.
Universal Ad Package (UAP)	A set of four ad units (728x90, 300x250, 160x600 and 300x600 pixels) offered by UAP-compliant publishers as a 'package' where ads in in these four formats are used collectively across the publisher's site, enabling advertisers to reach more of the publisher's audience.
User	An anonymous person who uses a web browser to access Internet web content.
User Initiation	The wilful act of a user to engage with an ad. Users may interact by clicking on the ad, and/or rolling over an ad (or a portion of an ad). When a user engages the ad using a rollover action, the user's cursor must rest on the hotspot for at least one second before any action may be initiated in the ad. See the definition for rollover for more information.
Video (aka "Digital Video")	In online advertising, the digital recording of a physical event or animated files that have been transcribed into a digital video format.
Volume	A control that enables users to adjust the audio output of ad creative. Volume controls should always allow adjustment down to zero (0) output.
Z-index	Enumerated layers of elements and content on a publisher's webpage. Consideration of the z-element in page content design such as navigation, imagery, and ads is important for providing a seamless experience when page content overlaps (i.e. an expanding ad with a z-index that is lower [on the z-index scale] than navigational elements may give the appearance that page navigational elements are showing through the expanded portions of the ad).