

| Creative Unit Name | Asset | Dimensions (pix) | Max File Size (KB) | File Type | Max File Size (KB) of shared library files | Auto expansion | Audio Initiation | Contrasting Border | Max Video Length | Maximum Animation Length | Secure Serving | Z-index Range | Max Percentage of CPU Usage | Minimum Required Controls | Labeling Requirements, Font Size, etc. | Submission Lead-Time | Implementation Notes & Best Practice |
|--|--------------------|------------------|--------------------|----------------------|--|----------------|------------------|--------------------|---|--------------------------|----------------|---------------|--|--|--|----------------------|--|
| HTML5 Standard | Banner | various | 80kb | HTML5, JPG, PNG, GIF | 100 kb | NA | NA | 1 Pix border | NA | 30s | Yes | up to pub | up to pub | NA | up to publisher | up to publisher | Click Tag refer to 3rd party adserver docs |
| A HTML5 Standard banner is defined as a basic banner with single click through with contained behavior. Anything beyond this is Rich HTML5 | | | | | | | | | | | | | | | | | |
| HTML5 Rich Desktop / Tablet | Backup Image | various | 40kb | JPG, PNG, GIF | 100 kb | NA | NA | 1 Pix border | NA | 30s | Yes | up to pub | up to pub | NA | up to publisher | up to publisher | up to publisher |
| | Initial Load | various | 100kb | HTML5, JPG, PNG, GIF | | NA | user | 1 Pix border | NA | 30s | Yes | up to pub | spikes of 80% allowed but not sustained for >2secs | NA | up to publisher | up to publisher | up to publisher |
| | Polite Load / Pan | various | 1 MB | HTML5 | | up to pub | user | 1 Pix border | NA | 30s | Yes | up to pub | spikes of 80% allowed but not sustained for >2secs | auto | up to publisher | up to publisher | up to publisher |
| | User Initiated Loa | various | 10 MB | HTML5 | | NA | user | 1 Pix border | NA | unlimited | Yes | up to pub | spikes of 80% allowed but not sustained for >2secs | start, close | up to publisher | up to publisher | up to publisher |
| | Video (optional) | various | 10 MB | MP4, OGG, WebM | | NA | user | NA | user-initiated - 2mins auto-initiated - 30secs | unlimited | Yes | up to pub | spikes of 80% allowed but not sustained for >2secs | play, pause, mute, up to publisher unmute | up to publisher | up to publisher | up to publisher |
| HTML5 Rich Mobile | Backup Image | various | 40kb | JPG, PNG, GIF | 100 kb | NA | NA | 1 Pix border | NA | 30s | Yes | up to pub | up to pub | NA | up to publisher | up to publisher | up to publisher |
| | Initial Load | various | 80kb | HTML5, JPG, PNG, GIF | | NA | user | 1 Pix border | NA | 30s | Yes | up to pub | spikes of 80% allowed but not sustained for >2secs | NA | up to publisher | up to publisher | up to publisher |
| | Polite Load / Pan | various | 200kb | HTML5 | | up to pub | user | 1 Pix border | NA | 30s | Yes | up to pub | spikes of 80% allowed but not sustained for >2secs | auto | up to publisher | up to publisher | up to publisher |
| | User Initiated Loa | various | 2 MB | HTML5 | | NA | user | 1 Pix border | NA | unlimited | Yes | up to pub | spikes of 80% allowed but not sustained for >2secs | start, close | up to publisher | up to publisher | up to publisher |
| | Video (optional) | various | 2 MB | MP4, OGG, WebM | | NA | user | NA | user-initiated - 2mins auto-initiated - 30secs | unlimited | Yes | up to pub | spikes of 80% allowed but not sustained for >2secs | play, pause, mute, up to publisher unmute | up to publisher | up to publisher | up to publisher |

Notes:

Standard banner. Creative that has one click through

Rich banner. Can expand, contain video, multiple clickthroughs