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# **IAB NEW AD PORTFOLIO TRANSITION GUIDANCE**

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Complementing the IAB New Ad Portfolio Draft for Public Comment

SEPTEMBER 26, 2016



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# IAB New Ad Portfolio Transition Guidance

## Executive Summary

Flexible size ad formats are a big departure from current fixed pixel size ad formats. They are defined by the aspect ratio of the height and width of an ad, and it is required that the ad maintain its aspect ratio to fill the maximum real estate available. This cannot be achieved out of the box and requires a transition from both demand and supply side ad inventory to enable flexible aspect ratio based ad serving and rendering.

LEAN guidance requires changes to ad content and execution of different ad types. This is relatively easy to transition to by adhering to new LEAN ad guidance.

In this document we provide a path to transition to Flexible and LEAN ads.

### **Testing for flexible ad execution**

IAB has been testing the IAB New Ad Portfolio's flexible ad units in current environments along with leading publishing and advertising technology companies to understand and learn what it will take to transition to flexible and responsive ads.

- Publishers: 20minutes.fr, AOL, About.com, Aufeminin.fr, BBC, Bloomberg Media, Lemonde.fr, Nettavisen.no, PGAatour.com, and Smart Ad server
- Creative development platforms: Flashtalking, Flite, Improve Digital, Neuranet, Sizmek, Spongecell, Weborama
- Ad servers: Smart Adserver, Google DoubleClick For Publishers (DFP)
- Media agencies: GroupM



# Transition Guidance

Transitioning to the IAB New Ad Portfolio requires two major changes from publishers and advertisers:

1. LEAN Ads: Adopting LEAN guidance for ad delivery and functionality, which requires changing file weights for initial loads, implementing subload criteria and complying with new LEAN guidance on ad functionality
2. Flexible Size Ads: Implementing aspect ratio based ad containers by publishers and creating flexible ad creatives that can adjust size while maintaining aspect ratio based on screen size by advertisers

## LEAN Ads Transition

To comply with the LEAN ads guidance:

1. Publishers must change specifications to match the IAB New Ad Portfolio for the ad sizes listed below
2. Publishers must allow ad functionality in ads as per the LEAN guidance
3. Advertisers must start building their ads based on the LEAN guidance for rich media, animation, video, and other features

Recommended fixed-size ad units for transition with LEAN compliant file weights:

Current Ad Unit	Current Spec	Max Initial K-weight (KB)	Max Subload (KB)
Smartphone Banner	300x50, 320x50	50	100
Billboard	970x250	150	300
Super Leaderboard/ Pushdown	970x90	150	300
Leaderboard	728x90	100	200
Portrait	300x1050	200	400
Medium Rectangle	300x250	150	300
Large Rectangle	300x600	200	400
Skyscraper	160x600	150	300
Full Page Flex	For full page ads please follow the guidance <a href="#">here</a>		
Feature Phones	120x20	5	N/A
	168x28	5	N/A
	216x36	5	N/A



## Flexible Size Ad Transition

To enable flexible sizing of ad creatives, publishers need to change the parameters that control the size of the ad containers through 'div' or 'iframe' tags. This will allow for flexible percentage based adjustment of size and removal of the fixed size definitions.

This will allow the publisher to fully use the flexible ads across different screens. E.g. they could choose to show a 6x1 size ad on mobile, tablet, and desktop screens in the same ad slot without having to worry about different sizes for the same page.

1. This requires percentage based width and height definitions on the ad containers
2. Ad server tags should scale with the ad container div defined max width and height size and should not have fixed pixel size constraints

*As we work through the public comment period (from September 26 to November 28, 2016, we will be performing more tests on enabling flexible ad containers, and providing more guidance on execution for publishers. Examples of this are coming soon.*

### **Programmatic**

A separate proposal has been prepared to enable flexible ads in real time bidding / exchange environments. It is available here:

[https://docs.google.com/document/d/1yfsI\\_iaLzpDUVFeG6tBJr\\_1b5d-l4ZsEMl2mvYqwpNo/edit?usp=sharing](https://docs.google.com/document/d/1yfsI_iaLzpDUVFeG6tBJr_1b5d-l4ZsEMl2mvYqwpNo/edit?usp=sharing)