

Internet Advertising Standards

The below table relates to online advertising including traditional banner and skyscraper adverts but also incorporates rich media products. Rich media is now defined as: advertisements with which users can interact (as opposed to solely animation and excluding click-through functionality) or flash creative over 40kb with “polite” download in a web page format. IAB Australia recommends that media owners, agencies and advertisers follow these recommendations to make the media creation and buying process easier. This aims to help drive growth of the formats and reduce confusion.

It is important to note that these guidelines are intended to provide the industry with a lowest common denominator for creative specifications. Publishers are entitled to exceed these minimums at their sole discretion. Note that not all publishers accept all formats.

	Format Category	Format (WxH) (pixels)	Max File Size (flash) *	Audio Initiation	Flash Specifics	Max animation length	Controls	Labelling and other items
In-page	Leaderboard	728x90						
	Skyscraper	160x600						
Over the page	Medium Rectangle	300x250		User initiated (on click)	21 fps	15 sec	Not applicable	Label = "Advertisement", Font = 16pt
	Halfpage	300x600	40kb					
	Expandable/retractable units	User initiated expandable ads, initial size based on the above in-page units with expanded area decided by publisher	40kb	User initiated (on click)	21 fps	15 sec	Control = "Close X" Font = 16pt Location = top right hand corner Feature = enable mouse-off retraction	Label = "Advertisement" Font = 16pt
In page video	Floating Units/Over the Page (Overlays)	Variable				Floating: 10 seconds max if no user interaction	Control = "Close X"	Label = "Advertisement", Font = 16pt Frequency = 1 per UB per site per day
	Landing spots based on the above in-page units		100kb	User initiated (on click)	21 fps	Within ad: 15 seconds	Font = 16pt, Location = top right hand corner	
In page video	See inpage ad units		40kb	User initiated (on click)	21 fps	15 secs	Control = "Close X", Location=top right hand corner	Label="Advertisement", Font = 16pt

	Length/Duration	Aspect Ratio	Bit rates	Audio	Accepted Codecs	Frame rate
In-stream video (can run before, during or after publisher video content, also referred to as "pre", "mid" and "post" roll video)	15 secs	16:9 or 4:3	Min 2 Mbps	May play automatically	MPEG2, WMV, H.264/AAC, MPEG4	Max 25 fps

* Initial file downloads only. Larger progressive file (polite download) must be arranged with rich media vendor in advance

The IAB Australia Internet Advertising Standards do support the following:

- Pop-up units
- Pre-expanded ads

Ad Creative Due Dates:

Standard creative must be submitted to publisher 3 working days prior to live date.

Rich media should be submitted to publisher at least 5 working days prior to live date