



DISPLAY AND MOBILE ADVERTISING

2016 ADVERTISING CREATIVE GUIDELINES FOR
DISPLAY & MOBILE - UPDATED FOR HTML5



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Here are the revised specifications for Display Advertising and Mobile Advertising Creative Guidelines. The display guidelines in this document have been updated to reference HTML5 Ad requirements.

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1. CREATIVE DISPLAY GUIDELINES RELEASE NOTES

The IAB Australia Display Creative and Mobile Creative Guidelines have been updated to fully embrace HTML5 technology as the new standard for ad creative.

The audience capable of viewing Flash content continues to diminish. Mobile devices unable to play Flash content, combined with decreasing lack of Flash support among major desktop browsers, are rapidly accelerating this downward trend. HTML5 is the logical migration path for ad creative.

These creative updates are the result of testing diverse HTML5 ad creatives over a 4 month period for load performance and user experience to determine the optimum specifications for allowed file sizes and other HTML5 considerations. The test results were intensely debated by a cross-industry working group in the U.S. to establish the new specifications. The key goals for this update were to:

- Develop new creative specifications that allow creative vendors to continue building immersive ad experiences using HTML5 technology.
- Guide publishers on the updated file size limits necessary for executing HTML5 ads.
- Provide guidance on factors to consider when building and serving ads in HTML5 that maximizes page and ad load performance and minimize time to visual display of the ad in users' browsers.

1.1 Availability and Adoption

Please be advised that these IAB Australia guidelines represent an industry recommendation. Accordingly, not all publishers, nor all IAB Australia member companies, adopt these guidelines without modification relative to their own unique business offerings. *Marketers, creative designers, and media agencies are strongly advised to consult directly with publishers regarding their ad creative requirements.*

Consumer Experience and Performance

The new guidelines adhere to the principles of positive consumer experience while balancing the requirements of publishers and advertisers, namely page load performance and the trend toward rich multi-media creative, with the assumption that the consumer's primary purpose for digital publications is consumption of content.

1. All specifications were determined upon extensive load performance and time to visual display performance criteria with a goal of about one second to visual display.
2. New specification criteria were determined based on the one second to visual display goal with polite load / subload and file request limits that support HTML5 ad combinations of multiple file types, video lengths, and animation frames.

1.2 Shared Libraries

Publishers and ad servers are encouraged to take advantage of browser caching functionality by allowing use of common and popular shared libraries in HTML5 Ads. Doing so improves ad load and page load

performance since the previously used shared library will not need to be downloaded again.

For the current release, file weights for these libraries must be included in the initial file weight calculations for the gzipped HTML ad, but publishers have the option to exempt certain libraries from ad file size calculation.

During the publisher certification process, publishers must approve both the shared library and its source before the library can be exempted from ad file size.

Although website developers have been using shared libraries for some time, we must observe and monitor the use of shared libraries for ad creative before we can exclude them from file weight calculations. The impact of shared libraries in file weight calculations will be reviewed in 3-6 months and an appropriate update made in 2017.

File Requests

HTML5 Ads are like mini webpages that require a combination of multiple files and functions. The number of requests made to fetch files has a

big impact on load performance of the ad as well as the page. HTML5 ads must optimize the number of requests being made to the server to reduce the impact on performance. For this release, a maximum of 15 file requests for initial file load is imposed to ensure little adverse effect on page load performance. This file request limit only applies for the file requests required to display the ad upon initial load. No file request limit has been placed on subsequent file loads.

Host-Initiated Polite Load / Subload

A host-initiated polite load / subload replaces the "polite load" in the previous release. Polite load was not clearly defined. The host-initiated polite load / subload is defined as "the additional file limit allowed for rich media units that is auto-initiated one second after the domContentLoadedEventEnd occurs (web page content has been loaded) on the host computer or device. Only rich media and rising stars ads allow for the additional host-initiated polite load / subload.

File Weight Calculation

File weights are the total, gzipped file size of all the ad assets being delivered to the browser at a given phase. The three ad-load phases in this release include: initial load, host-initiated subload, and user-initiated load.

- Initial load – total, gzipped file size of all ad assets delivered to browser for initial ad display. It includes all files—images, HTML, CSS, JS, and any shared libraries or any other file type—required for initial ad display.
- Subload – additional gzipped creative assets allowed for some ads that may load no sooner than one second (1s) after the browser domContentLoadedEventEnd event is fired. The ad will need to listen for the browser event and build triggers for subload accordingly.
- User-initiated load – includes unlimited gzipped file load for any creative assets loaded after user-initiated ad interaction, like expansion or clicks. While no limits have been placed on user-initiated load, ad developers should consider user experience and load performance as part of their ad design. The assets for user-initiated ads should be optimized for load performance, and only necessary assets should be loaded.

Additionally, for ad units that allow video, another 1.1 MB of file size is allotted for auto-initiated 15-second videos, and 2.2 MB for auto-initiated 30-second videos in both display and mobile.

What is gzip?

All assets for HTML5 ads must be packaged together for delivery. To optimize the file size for delivery to browser, all assets should be delivered in compressed format. The common method for compressing files in transition over the Internet is the gzip utility, which is free to use and supported by all modern browsers. Ad servers compress ad files they serve as part of their general process.

Video Notes

HTML5 video cannot be streamed. Only progressive download is supported. However, standards exist to simulate streaming using an adaptive bitrate streaming format. This release provides guidance on how to format videos used in display and mobile advertising for optimal performance with HTML5 ads.

HTML5 Note

HTML5 ads are like mini web pages and contain multiple file types that combine different types of technologies such as HTML, Javascript, Cascade Style Sheets (CSS), Web Fonts, shared javascript libraries, SVG, WebGL and other assets like images and video files. A special note has been added to direct readers, especially ad creative designers, to refer to the IAB HTML5 Advertising Guide that has been developed concurrently with these guidelines.

Browser Support

Please use the following site to ensure cross browser functionality: <http://caniuse.com/#search=video>

Mobile Browser Support

Please use the following site to ensure cross browser functionality: <http://mobilehtml5.org>

3rd Party Hosting

- Assets: All non-creative specific assets must be hosted by the 3rd Party approved vendor, including Javascript, CSS, Web Fonts, shared javascript libraries, SVG, WebGL and other assets like images and video links.
- It is highly recommended for the files to be hosted on shared 3rd Party Platform domains to reduce any latency, uptime and security. Refer to Appendix I for additional information about the Shared Libraries list.
- Auto-Expansion Frequency Capping: The frequency capping of HTML5 creative is assembled

by developer in the creative code. Both positioning and frequency capping is should be coded within the ad itself and not from the platform side.

- Creative rendering issues: Original working creative behind third party tags is swapped out for excessive file weight, non working creative. Pause all affected lines, address file weight issues, and if necessary provide a test page showing the issue to enable resolution.
- Click Tag implementation: In a few instances, the click tag functionality is unsupported in browsers. The coding of the clicktag is within the ad itself and not from the platform side. The fix surrounding the click tag is revised and creative is re-uploaded into the 3rd Party Ad Server by the creative agency.

1.3 Site Hosting

Each Publisher is unique and some offer Site Hosted HTML5 creative. If you are running creative across multiple publishers the IAB recommends using third party serving so you only need to apply one clicktag. This minimises the risk of your campaign not running as scheduled due to different changes being required by multiple publishers.

Click Tag insertion and validation

The most common issues experienced with site hosted creative are:

- Missing clicktags
- Incorrect clicktags.

Creative has mix of secure and insecure URL's

Review URL's in code, and return to the creative developer for resolution.

Div created for borders blocks click tag Div

Return to developer for resolution

(See figure 1 below - ClickTAG recommendations for creative developers.)

DFP Clicktag

Here's an example of a click tag inserted in an HTML document:

```
<html>
<head>
<meta name="ad.size" content="width=300,height=250">
<script type="text/javascript">
var clickTag = "http://www.google.com"; </script>
</head>
[The rest of your creative code goes here.] </html>
Your creative must use the click tag variable as the
click-through URL:
<a href="javascript:window.open(window.clickTag)">

</a>
```

Figure 1 - ClickTAG recommendations for creative developers

Missing clicktags

Click Destination Methods:
Use the clickTAG variable (Case Sensitive) for the click event, regardless of the method of navigating within the browser.

There are two methods for setting up an href to clickthrough to your clickTAG: Method 1 is to give the anchor tag a unique ID and assign the href dynamically after page load via JavaScript:

```
HTML
<a id="clickArea" target="_blank"></a>
JavaScript
var clickArea = document.getElementById("clickArea");
clickArea.href = clickTAG;
Method 2 is to use an onclick JS event in your href:
<a onclick="location.href=window.clickTAG" target="_blank"> </a>
```

2. QUICK REFERENCE GUIDE

Creative Unit Name	Asset	Dimensions (pix)	Max File Size (KB)	File Type	Max File Size (KB) of shared library files
HTML5 Standard	Banner	various	80kb	HTML5, JPG, PNG, GIF	100 kb
	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
	Initial Load	various	100kb	HTML5, JPG, PNG, GIF	
	Polite Load / Panel	various	1 MB	HTML5	
	User Initiated Load / Expansion	various	10 MB	HTML5	
	Video (optional)	various	10 MB	MP4, OGG, WebM	
HTML5 Rich Mobile	Backup Image	various	40kb	JPG, PNG, GIF	100 kb
	Initial Load	various	80kb	HTML5, JPG, PNG, GIF	
	Polite Load / Panel	various	200kb	HTML5	
	User Initiated Load / Expansion	various	2 MB	HTML5	
	Video (optional)	various	2 MB	MP4, OGG, WebM	

3. APPENDIX I - HTML5 SHARED LIBRARIES LIST

This section provides guidance on using Shared Libraries in HTML5. Below are a list of common libraries that are most frequently used in Australia. These guidelines are best practices for developers on how to effectively leverage HTML5 technology.

Hosted Javascript Libraries:

Adobe: <https://helpx.adobe.com/creative-cloud/how-to/creative-cloud-libraries.html>

Create JS: <https://code.createjs.com/>

DoubleClick: <https://support.google.com/richmedia/answer/6307288?hl=en>

Greensock: <https://greensock.com/products/>

jQuery CDN: <http://api.jquery.com/>

- Google: <https://developers.google.com/speed/libraries/#jquery>
- Microsoft: https://www.asp.net/ajax/cdn#jQueryReleases_on_the_CDN_0
- Cloudflare: <https://cdnjs.com/libraries/jquery/>

Sizmek: <https://support.sizmek.com/hc/en-us/articles/206136366--reference-glossary-HTML5-Shared-Libraries#Secured>