



# RED VIACOM

## Online Ad Specs

January 2016



# Red Viacom

Online Advertising Specifications

## Ad Specifications Guide

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## General Information

- \* All elements on Rising Stars Ad Package must be 3rd party hosted*
- \* Our preferred 3rd party partner is Sizmek*
- \* Video must be provided in largest resolution possible within max weight limits*
- \* Campaign assets must be provided at least 48 hours prior to start date*
- \* Rely on "Sites and Formats Availability" page for access to updated site list*
- \* Red Viacom does not accept SWF banners, only HTML5, static and/or video*



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	Creative Unit Name	Device Compatibility	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size Allowance	Subsequent Max Polite File Load Size	Max Animation & Video Frame Rate	Max Animation & Video Length	Audio Initiation	Minimum Required Controls	Submission Lead-Time	
<b>Standard Ad Package</b> Desktop - Mobile - Tablet - App	Leaderboard	Desktop, Tablet	728x90	Expands down: 728x250 <i>(Optional)</i>	Static Image: 40kb HTML5: 100kb	2.2 MB unlimited if streaming video within the ad unit	24 Frames per Second	30 seconds or less (loops included) <b>Expandables:</b> unlimited with user interaction	Audio must be user-initiated. Default state is muted	<b>If Expandable Creative:</b> "Close X" on expanded version and "Expand" on collapsed state ----- <b>If In-Banner video:</b> Play, Pause, Mute controls must be included.	<b>If Standard Creative:</b> 72 business hours before campaign start ----- <b>If Expandable Creative:</b> Must be 3rd party hosted, Preferred Rich Media Partner: Sizmek. Tag must be provided 72 business hours before campaign start	
	Super Leaderboard	Desktop	970x90	Expands down: 970x250 <i>(Optional)</i>	Static Image: 60kb HTML5: 150kb	2.2 MB unlimited if streaming video within the ad unit	24 Frames per Second					
	Square	Desktop, Tablet, Mobile, App	300x250	Expands left: 600x250 <i>(Optional)</i>	Static Image: 40kb HTML5: 100kb	2.2 MB unlimited if streaming video within the ad unit	24 Frames per Second					
	Skyscraper	Desktop, Tablet	160x600	Expands left: 600x600 <i>(Optional)</i>	Static Image: 40kb HTML5: 100kb	2.2 MB unlimited if streaming video within the ad unit	24 Frames per Second					
	Half Page Ad	Desktop, Tablet	300x600	Expands left: 600x600 <i>(Optional)</i>	Static Image: 60kb HTML5: 150kb	2.2 MB unlimited if streaming video within the ad unit	24 Frames per Second					
	Layer (over the page)	Desktop	Fixed size, varies from 300x300 up to 800x600	Expansion not allowed for this unit	Static Image: 40kb HTML5: 150kb	2.2 MB unlimited if streaming video within the ad unit	24 Frames per Second	15 seconds or less (loops included), closes automatically if no interaction; unlimited with user interaction	Audio must be user-initiated. Default state is muted	"Close X" button located at top-right of Layer ----- If layer contains video: Play, Pause, Mute controls must be included		
	Mobile Leaderboard 1	Mobile	320x50	<b>N/A</b> - see Rich media Ad Package for high impact mobile formats	Static Image: 40kb HTML5: 100kb	<b>N/A</b> - see Rich media Ad Package for high impact mobile formats						
	Mobile Leaderboard 2	Mobile	300x50	<b>N/A</b> - see Rich media Ad Package for high impact mobile formats	Static Image: 40kb HTML5: 100kb	<b>N/A</b> - see Rich media Ad Package for high impact mobile formats						



**Rising Stars & Rich Media Ad Package**  
Desktop, Tablet, Mobile, App

Creative Unit Name	Device Compatibility	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size Allowance	Subsequent Max Polite File Load Size	Max Animation & Video Frame Rate	Minimum Required Controls	Audio Initiation	Style Guide and Detailed Technical Specifications	Submission Lead-Time
Pushdown	Desktop	970x90	970x415	200kb	300kb	<p><b>Minimum 24</b> frames per second ----- <b>15 secs max</b> (unlimited if user-initiated) ----- <b>1.1mb additional file size</b> allowed for host-initiated video (unlimited if user-initiated video)</p>	Close button on expanded version ----- Expand button on Collapsed version	Must be user initiated. Mute state by default	<a href="#">Download Guide here (IAB Official)</a>	<p>Must be 3rd party hosted / Only HTML 5 / Preferred rich media partner: Sizmek / Tag must be provided 72 business hours before campaign start</p>
Billboard	Desktop	970x250	Expansion not allowed for this unit	200kb	1mb		<b>Optional:</b> "Close X" collapses ad ----- "Show ad" button available that expands ad upon click ----- <b>If video:</b> Play, Pause, Mute controls must be added	Must be user initiated. Mute state by default		
Slider	Desktop	970x90	970x550 (behind slider bar)	200kb	200kb		"Close X" in expanded slider ----- <b>If video:</b> Play, Pause, Mute controls must	Must be user initiated. Mute state by default	<a href="#">Download Guide here (IAB Official)</a>	
Filmstrip	Desktop	300x600	Expansion not allowed for this unit	200kb	300kb		n/a	Must be user initiated. Mute state by default	<a href="#">Download Guide here (IAB Official)</a>	
Sidekick	Desktop	300x250 / 300x600	850x500	200kb	300kb		"Close X" collapses ad ----- "Show ad" button available that expands ad upon click ----- <b>If video:</b> Play, Pause, Mute controls must be added	Must be user initiated. Mute state by default	<a href="#">Download Guide here (IAB Official)</a>	
Filmstrip	Mobile	<a href="#">Download Full Style Guide and Technical Specifications</a>								
Full Page Flex	Mobile	<a href="#">Download Full Style Guide and Technical Specifications</a>								
Mobile Pull	Mobile	<a href="#">Download Full Style Guide and Technical Specifications</a>								



	Creative Unit Name	Device Compatibility	Initial Dimensions (WxH in pixels) & Aspect Ratio	Maximum Expanded Dimensions (WxH in pixels) & Aspect Ratio	Max Initial File Load Size Allowance (See further HTML5 guidance in notes)	Subsequent Max Polite File Load Size	Max Animation & Video Frame Rate	Max Animation & Video Length	Submission Lead-Time
<b>Video Ad Package</b> Desktop - Mobile Tablet - App	Video Roll	Desktop, Tablet, Mobile, App	Adaptive Ratio: 16:9	N/A	15 MB - provide largest resolution available in <b>MP4 format</b>	N/A	24 - 30 Frames per Second	<b>If Standard Video / VAST:</b> 30 seconds or less ----- <b>If VPAID:</b> unlimited with user interaction	<b>72 business hours</b>

Allowed:	VPAID
	VAST



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	Creative Unit Name	Device Compatibility	Elements that make up Creative Unit	Website Takeover Serves	Skin Template	Skin Example	Allowed Elements in Skin	Suggested Elements in Skin	Rejected Elements
Takeover Ad Package Desktop	Home Page Takeover	Desktop	728x90* + 300x250* + Skin	Mtv LA / BR Home Page and/or Internal Sections	<a href="#">Download Skin Template here</a>	<a href="#">Download Skin Example here</a>	Logo / Claim/ Slogan / Colors / Patterns / Gradients	Product Shots / Other Branding Elements	Animated Skins / Prices and text, Skin works serves as complement. Text, should go on 728x90 and 300x250
	Home Page Takeover	Desktop	728x90* + 300x250* + Skin	Mundonick LA / BR Home Page and/or Internal Sections	<a href="#">Download Skin Template here</a>	<a href="#">Download Skin Example here</a>			
	Home Page Takeover	Desktop	728x90* + 300x250* + Skin	ComedyCentral LA / BR Home Page and/or Internal Sections	<a href="#">Download Skin Template here</a>	<a href="#">Download Skin Example here</a>			

\* For 728x90 and 300x250 please follow Ad Specifications of "Standard Ad Package"

**Important:** in case you want to run a skin within an unlisted site and/or section, please contact Red Viacom Ad Ops for technical availability

**Other instructions:** in order to avoid implementation delays, approved skins must be submitted 48-72 hours prior to launch date



	Creative Unit Name	Specification 1	Specification 2	Functionality
Nick Play App Desktop	Video Roll	Please follow Ad Specifications of "Video Ad Package" unit	-	-
	300x250	Please follow Ad Specifications of "Standard Ad Package" unit	-	-
	Mystery Item *	1 image with transparent background in PNG format 1024x1024 px size	<b>3 images in JPG displaying content in:</b> 1024x1024px, 1024x768px, 1024x576px dimensions	Mystery Item cannot link to external URLs ----- Images should link to a video, photo gallery inside the Application

// Mystery Item format is not implemented via Ad Server, this format is operated by Integrated Marketing / LABS team

\*// With regards to Timing and Production Costs of Mystery Item, please contact your Local Integrated Marketing / LABS team



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## Guide for Inserting Click tags on HTML5 banners:

### Sample click tag insertion

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>
Make sure your creative uses the click tag variable as the click-through URL:
<a href="javascript:window.open(window.clickTag)">

</a>
```

## Use Google Web Designer for exit events

[http://storage.googleapis.com/diesel/dcm/eLearning\\_videos/gwd\\_for\\_dcm.swf](http://storage.googleapis.com/diesel/dcm/eLearning_videos/gwd_for_dcm.swf)





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	Standard Ad Package								Rising Stars Ad Package								Video Ad Package
	Leaderboard	Super Leaderboard	Square	Skyscraper	Half Page Ad	Layer (over the page)	Mobile Leaderboard 1	Mobile Leaderboard 2	Pushdown	Billboard	Slider	Filmstrip	Sidekick	Filmstrip (Mobile)	Full Page Flex (Mobile)	Pull (Mobile)	Video Roll
<b>** RED MUSIC</b>																	
Mtv.com	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Mtvla.com	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Mtvhive.com	Yes	Yes	Yes		Yes	Yes			Yes	Yes	Yes	Yes	Yes				Yes
Mtv.com.br	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Mtvmusica.com	Yes	Yes	Yes		Yes	Yes			Yes	Yes	Yes	Yes	Yes				Yes
Mtvu.com	Yes	Yes	Yes		Yes	Yes			Yes	Yes	Yes	Yes	Yes				Yes
Vh1.com	Yes	Yes	Yes		Yes	Yes			Yes	Yes	Yes	Yes	Yes				Yes
Vh1a.com	Yes	Yes	Yes	Yes	Yes	Yes			Yes	Yes	Yes	Yes	Yes				Yes
<b>** RED KIDS &amp; FAMILY</b>																	
Mundonick.com	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
MundoNick.com.br	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Teennick.com	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Nick.com			Yes				Yes	Yes				Yes	Yes	Yes	Yes	Yes	
Nickatnite.com	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Nickjr.com	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Nickmom.com	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Trendybynick.com	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Trendybynick.com.br	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>** RED ENTERTAINMENT</b>																	
ParamountChannel.la	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
ParamountChannel.com.br	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Cmt.com	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Colbertnation.com	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
ComedyCentral.com	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
ComedyCentral.com.br	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
ComedyCentral.la	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logotv.com	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Nextmovie.com	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Rateymprofessors.com	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Southparkstudios.com																	
Spike.com	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Tvand.com	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>** RED GAMERS</b>																	
AddictingGames.com	Ask Adops								Ask Adops								Ask Adops
GameTrailers.com	Ask Adops								Ask Adops								Ask Adops
Shockwave.com	Ask Adops								Ask Adops								Ask Adops