

File Formats Accepted: jpg, gif, png, HTML5, 3rd Party Javascript (If DCM, internal redirects preferred)
Ad Verification Tags (IAS, DoubleVerify, etc) are accepted but must be only used for monitoring. NO blocking tags please
All audio must be user initiated (via click). Expandables must be "click to expand". Any expanding or out of page media must have a clearly visible close button or "X"
*Animation duration is unlimited except for prestitials. Prestitials auto close after 15 sec

Desktop Web

Dimensions	Product Name	Initial file size (weight)	Max File Subsequent file size (weight)	Expandable (Max)	Expandable Direction
728x90	Leaderboard	50K	100K	728x315	Down
970x250 (programmatic)	Billboard	50K	100K	n/a	n/a
300x250	Medium Rectangle	50K	100K	600x250	Left
300x600	Half Page/Filmstrip	50K	100K	600x600	Left
300x1050 (programmatic)	Portrait Ad	50K	100K	n/a	n/a
(300x250 mobile) (300x600 / 640x480 desktop)	*Prestitial	100K	n/a	40	N/A

Mobile Web

Dimensions	Product Name	Initial file size (weight)	Max File Subsequent file size (weight)	Expandable	Expandable Direction
300x250	Medium Rectangle	30K	300k	N/A	N/A
320x50	Smartphone Leaderboard	30K	200k	320x416 (max) or Full Screen	Up or Full Screen

Further Notes

SSL Compliancy - All resources of a creative, including images, stylesheets, JavaScript, and tracking pixels, must be secure for a creative to be SSL-compliant. These resources can reference other secondary resources, but all resources referenced must be secure. Note that an SSL-compliant creative can include an insecure click-through URL. Also any images that will be hosted by Campaign Manager are compliant by default
Submitted creative is subject to approval by Haymarket Media, Inc.
Flash is no longer supported in Campaign Manager and all major browsers
HTML5 Requirements: https://docs.google.com/document/d/1vORZ2YbggzIINiAHCjEIPagFfcUZSqCkuv5POMU8IM/edit?usp=sharing
ClickTag Preference - HTML: clickTag
**If exceeding or not compliant with our specs we will need to QA tags
Standard turnaround time is three days upon receipt of creative