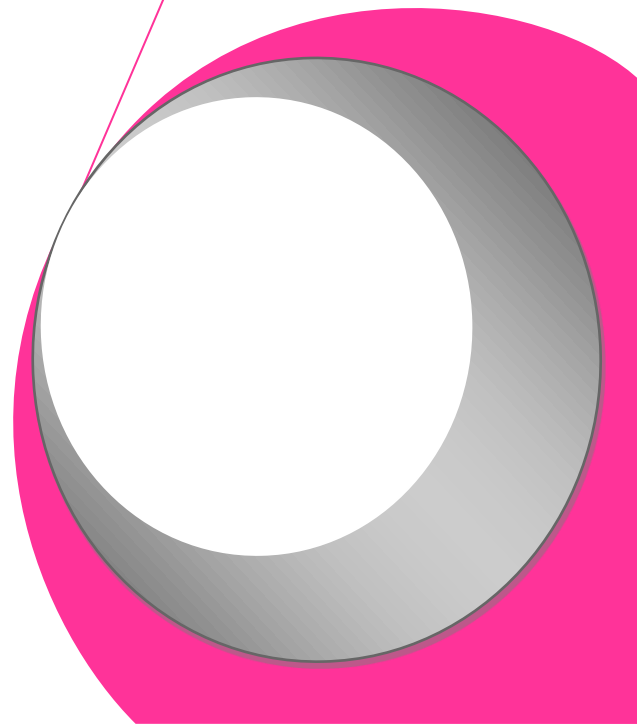# TD INTERNATIONAL NETWORK

Display

AD SPACES
TECHNICAL
SPECIFICATIONS

Last update: 30/10/2012
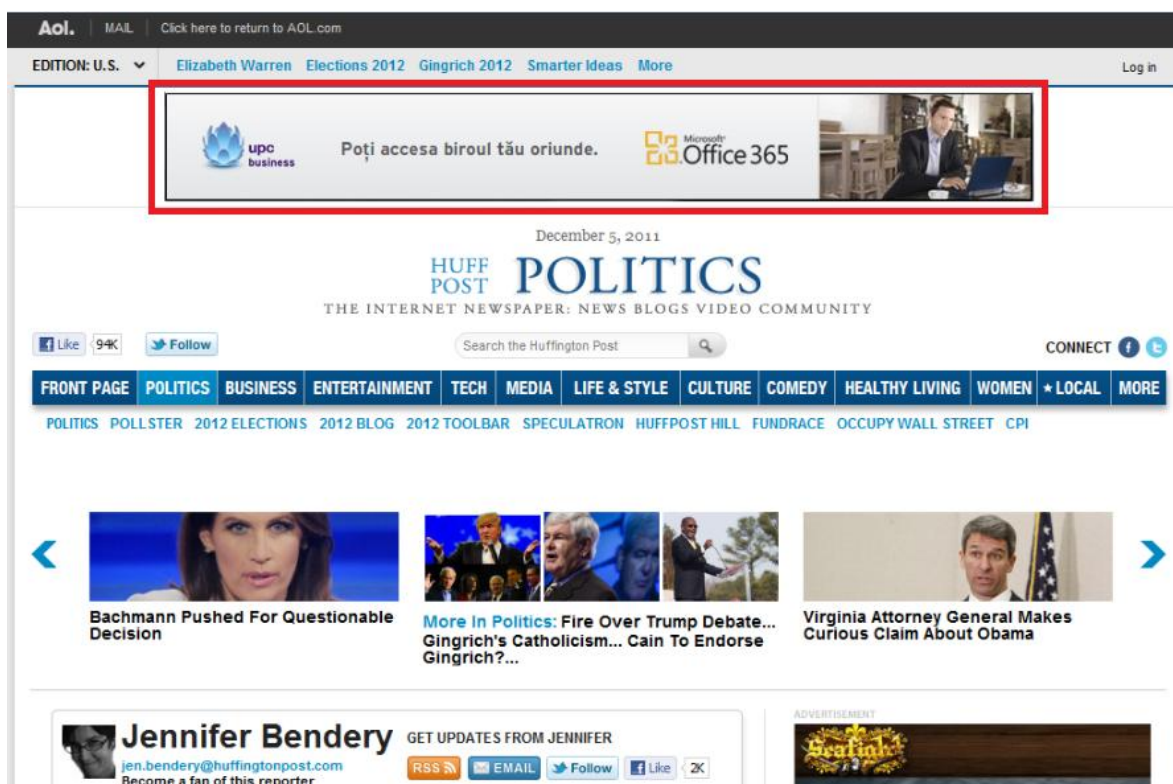
Contents

TD INTERNATIONAL NETWORK Standard Ad Units

728x90 Leaderboard

Initial Size Width	Initial Size Height	Download File Size	Accepted file types
728	90	40k*	GIF, SWF, 3rd party code

* The size should be 40K **on disk.**

Important notes:
- The maximum duration of the animation must be up to **30** seconds.
- Looping is not allowed.

300x250 Medium Rectangle
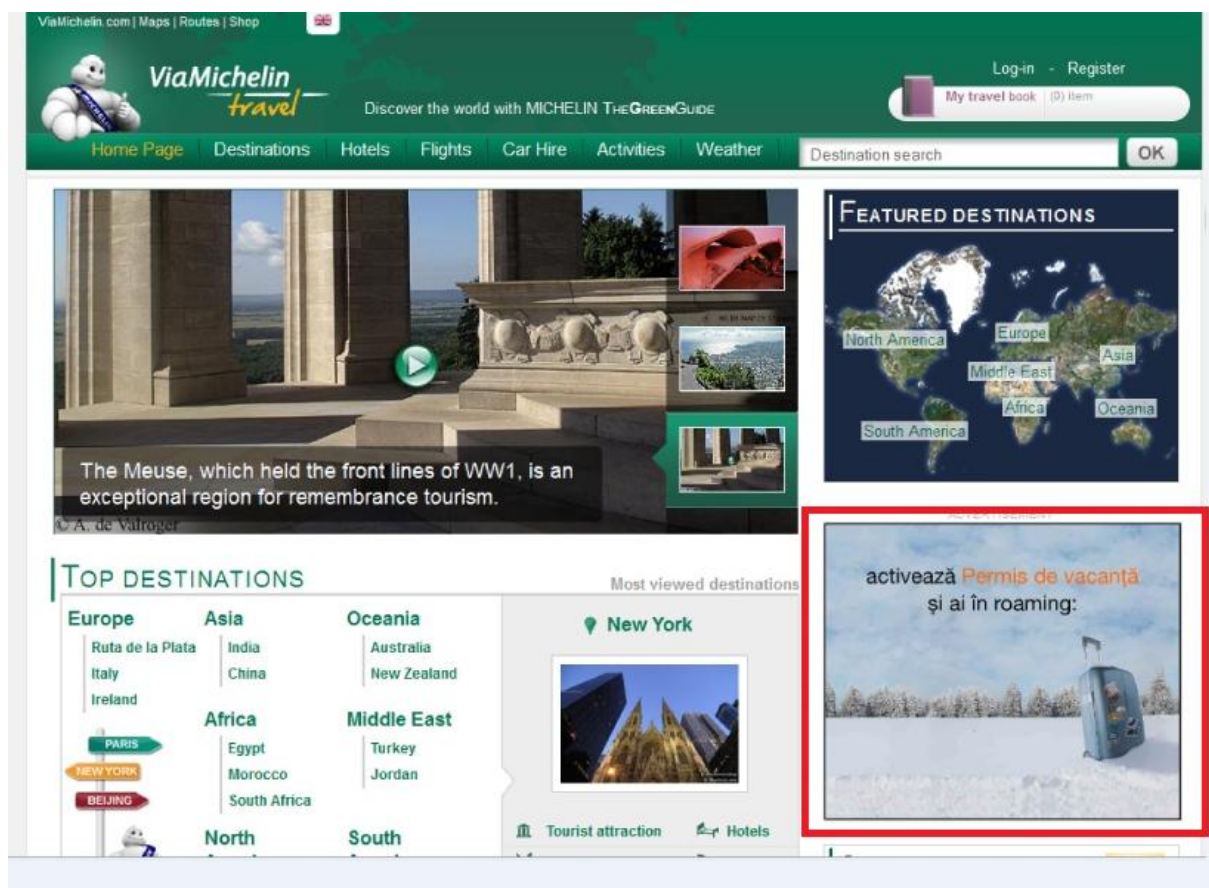
Initial Size Width	Initial Size Height	Download File Size	Accepted file types
300	250	40k*	GIF, SWF, 3rd party code

* The size should be 40K **on disk.**

Important notes:
- The maximum duration of the animation must be up to **30** seconds.
- Looping is not allowed.

120x600 or 160X600 Skyscraper

Initial Size Width	Initial Size Height	Download File Size	Accepted file types
120 or 160	600	40k*	GIF, SWF, 3rd party code

* The size should be 40K **on disk.**

Important notes:
- The maximum duration of the animation must be up to **30** seconds.
- Looping is not allowed.

468X60 banner

Initial Size Width	Initial Size Height	Download File Size	Accepted file types
468	60	40k*	GIF, SWF, 3rd party code

* The size should be 40K **on disk.**

Important notes:
- The maximum duration of the animation must be up to **30** seconds.
- Looping is not allowed.

TD INTERNATIONAL NETWORK Rich Media Ad Units

300x250 In-banner Video
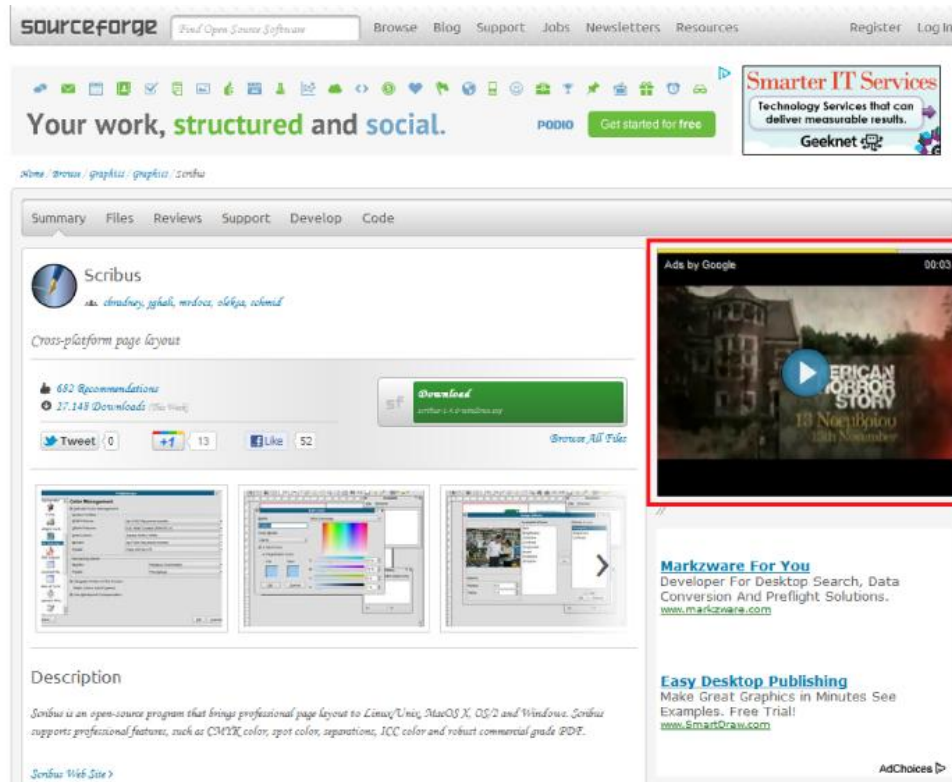
Initial Size Width	Initial Size Height	Download File Size	Accepted file types
300	250	40k*	SWF, 3rd party code

* The size should be 40K **on disk.**

Important notes:
- Load (host) initiated animation/video must not exceed **30 seconds**.
- User-initiated (**click-to-play**) animation/video can exceed 30 seconds. Maximum playback time is 4 minutes.
- Looping is not allowed.
- Maximum allowed fps rate is set to **20 frames per second**.
- All formats need to include the play, pause, mute and unmute controls.
- All audio must be click-to-play (no mouseover).

300x250 Medium Rectangle - Expandable

Initial Size Width	Initial Size Height	Download File Size	Accepted file types
300	250	40k*	GIF, SWF, 3rd party code

Full Expanded Size		Panel Expansion Direction
Width	**Height**	
600	250	**Left or right**

* The size should be 40K **on disk.**

Important notes:

- Expandable banners are supported only by third Party Media Vendors
- All expandable banners must be **user initiated**
- All expandable banners must have a **close button**, with at least 16pt font
- The maximum duration of the animation must be up to **30** seconds.
- Looping is not allowed.

728x90 Leaderboard - Expandable

Initial Size Width	Initial Size Height	Download File Size	Accepted file types
728	90	40k*	GIF, SWF, 3rd party code

Full Expanded Size		Panel Expansion Direction
Width	**Height**	
728	270	Up or Down

* The size should be 40K **on disk.**

Important notes:

- Expandable banners are supported only by third Party Media Vendors
- All expandable banners must be **user initiated**
- All expandable banners must have a **close button**, with at least 16pt font
- The maximum duration of the animation must be up to **30** seconds.
- Looping is not allowed.

TD INTERNATIONAL NETWORK Guidelines

FLASH - Creative Specifications

- In addition to your flash, you will need to provide us with the actual linking URL string in a separate document. We use this in combination with your Flash file to perform the navigation and to record the number of times the creative is clicked. So, be sure to send both the compiled Flash file (.swf file) and the actual desired linking URL.

- Add a top layer with a transparent button that covers all the creative size.

- The button definition should be only in the hit sector. All the other
  - (Up/Down/Over) should be empty.

Thinkdigital **International** Network

- On the timeline give this button the following script:

```
on (release) {
getURL(clickTAG, "_blank");
}
```
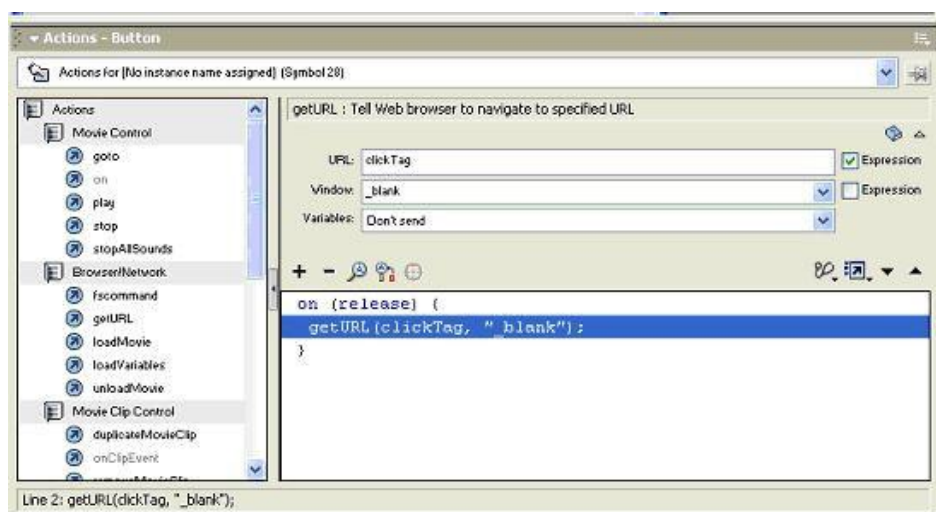

- The last frame of the animation must include the following code in actionscript: **"stop()"**.

- swf files must include the ".swf" extension in the file name.

- Maximum allowed fps rate is set to **20 frames per second**.

Data Reported:
Ad requests and click-through.

HTML Specifications

All tags must have the following features:

- There must be no capping or targeting on the tags; all capping and targeting will be done on the Thinkdigital side.
- The advertiser's landing page should open in a new window (i.e. the publisher host site must remain open).
- 3rd Party Ad Tags are only allowed to run a single advertiser per tag
- If the ad is collecting data from the users by cookies, Thinkdigital must be notified of this in advance.

Data Reported:
- For Thinkdigital to be able to track clicks on tags, there must be a place for our redirect within the tag. A document explaining how we can count clicks or insert the place holder should be provided along with the tags.

Advertising General Activity Restrictions

- **Auto Installations** - Auto exe or silent background downloads are prohibited. Downloads may be initiated from a click of the advertiser's web site.
- **Prohibited Tag Functions** - Active-x/multiple pops/spyware ads are not allowed.
- **Sound** - Sound is accepted only if it is user-initiated **on click**.
- **Picture** - All creatives should have a borderline, in case the background is white.
  - If the color of the background in flash creatives is not white, the graphic designer should add an extra background layer to the SWF in the preferred color.
- **Spawning** - Ad rotations must not automatically spawn other ads without user initiation from landing page.
- **Hiding** - Hidden or off-screen ad windows are not permitted. Hidden windows that launch future ads are not permitted.
- **Animation** - Ads cannot contain rapid animation loops/flickering that can be perceived as annoying or disruptive. A minimum animation of 10 frames is required.
- **Landing Page** - The ad must initiate a new browser window in which the landing page will show.

Advertising Content Restrictions

- **Ads Must be Legal** - Ads which contain material in violation of local, state, national or international law, including those without limitation regulations that have the force of law, are prohibited.
- **False Advertising** - An ad must tell the truth and not mislead the user. This includes without limitation,

leaving out relevant information or implying something that is not true, misrepresenting any person or entity, or falsely stating or otherwise misrepresenting the client's affiliation with a person or entity.

- **Brand Infringement** - Ads must not attempt to use publisher trademarks, logos, copyrights, colors, or brands, without the written consent of the publisher.
- **Prohibited Characteristics** :
    - o Promote gambling (paid, free, or gateway to paid gambling)
    - o Depicting or delivering libelous, violent, tasteless, hate, defamatory, or illegal content
    - o Portray partial or complete nudity, pornography, and/or adult themes and obscene content
    - o Spawn pops, simulate clicks, contain malicious code, viruses, or executable files of any kind
    - o Delivering surveys via floating layers, pop ups or pop unders

Approved 3rd Party Adservers

AdCentric / Cossette	Eulerian Technologies	Oggifinogi
AdConductor (Burst Media)	Evidon (formerly Better Advertising)	OpenX
Adform	Eyeblaster	OpinMind
AdGenie	eyeReturn	Pointroll
ADITION	EyeWonder	Predicta
AdJug	Facilitate Digital	Pulse 360
adMarketplace	Factor TG	Qoof
Adobe Flash	Fetchback Inc	Quantcast
AdOcean (Gemius)	Flashtalking	QuinStreet
Adrime	Fusebox	Quisma Tracker
Adroit Interactive	Goodway Group -- BUYER	Red Aril
AdRoll (Semantic Sugar, Inc.)	Google	Reddion/NOAH (Pixel Tracking Only)
ADTECH / AOL	GroovinAds	RichRelevance
Advolution	Hamilton Beach (TruEffect DirectServe)	SMART AdServer
Aggregate Knowledge	HURRA Communications	Spartoo
ARAnet (Adfusion)	iCrossing	Spongecell
Atlas	Impact Engine	Steel House Media
Audience Science	Insight Express	Struq
Avazu	InterCLICK	TagMan
BlueKai	Intergi	TellApart
Bluestreak	Intermundo Media (TruEffect DirectServe)	Teracent Corporation
Brand.net	Interpolls	TradeDoubler
BridgeTrack / Sapient	Kwanzoo	Traffic Marketplace
Canal+	Linkstorm	TruEffect
Chitika	Lotame	Tubemogul
Constant Contact	MaxPoint Interactive	Tumri
CPM Advisors, Inc	Media 6 Degrees	Ultimate Feed

Criteo	Mediaplex	Underdog Media
Dapper Inc.	Mercado Livre	Undertone
Dedicated Marketing Solutions (Dedicated Media)	Mixpo	Unicast
DKK	NetAffiliation	United Virtualities
DoubleClick (DFA)	Netmining (buyer proprietary - Innovation Interactive)	ValueClick Media
Dynamic Logic/Safecount	NetSeer Inc. (buyer proprietary)	Visible Measures
Dynamic Video	Newtention	Wall Street On Demand (Adhesion)
EchoSearch	Nextag	Weborama
Efficient Frontier	Nielsen	Yieldivision
Emediate	Nielsen IAG Research	Zedo
e-Planning	Nurago (Pixel tracking only)	

Important notice: You're welcome to use other 3rd party tags as well, but we need to track clicks for the media run through our systems. This requires inserting a click tracking macro into the tag. Please send your tags **prior to start date**, in order to make the necessary testing.