

## ADARA TRAFFICKING GUIDE

Updated December 2015

TRAFFICKING DETAILS	
Activity	Details
Trafficking lead Time	Up to 3 Days
Reporting	Please set up third party direct reporting access for reports@adara.com and include all metrics needed to evaluate campaign performance. If direct access is not available, please schedule daily delivery of reports to the reports alias for campaign management and optimization. <b>ADARA must have third party reporting access within 3 days of campaign launch to ensure proper invoicing</b>

AD SPECIFICATION - DISPLAY & RICH MEDIA RESOURCES	
Resource	Link
IAB Display, Rich Media, & Mobile Guidelines	<a href="http://www.iab.com/guidelines/iab-display-advertising-guidelines/">http://www.iab.com/guidelines/iab-display-advertising-guidelines/</a>
IAB Wiki	<a href="http://www.iab.com/guidelines/glossary-of-terminology/">http://www.iab.com/guidelines/glossary-of-terminology/</a>
Facebook Ad Specification Guideline	<a href="https://www.facebook.com/business/ads-guide/?tab0=Mobile%20News%20Feed">https://www.facebook.com/business/ads-guide/?tab0=Mobile%20News%20Feed</a>
Viewability	<a href="http://www.iab.com/insights/?topic=measurement/">http://www.iab.com/insights/?topic=measurement/</a>

ADARA SPECIFIC DETAILS	
Specification Topic	Details
Security	All Ad units that run within the ADARA Platform must have secure HTTPS Pixel calls, includes all 4th party calls, to maximize delivery with our supply partners. <b>Note:</b> Unsecure ads will not run on Google inventory and may negatively impact delivery and performance.
Rich Media	All Rich Media units that run within the ADARA Platform must be third party served
Approved Third Party Vendors - All Media Formats	<a href="https://support.google.com/3pascertification/table/3191570?rd=1">https://support.google.com/3pascertification/table/3191570?rd=1</a>
HTML5	ADARA accepts <b>third party hosted</b> HTML5 via all approved third party vendors listed via above link. Please note ADARA supports a maximum 150k file size. Also reference Google's HTML5 Swiffy Tool for Flash-HTML5 conversion: <a href="https://developers.google.com/swiffy/?hl=en">https://developers.google.com/swiffy/?hl=en</a> Refer to the IAB guidelines for HTML 5 specs: <a href="http://www.iab.com/wp-content/uploads/2015/06/HTML5DAv101.pdf">http://www.iab.com/wp-content/uploads/2015/06/HTML5DAv101.pdf</a>
Ad Verification	DoubleVerify BrandShield Connect, AdSafe, Comscore - <b>All tags must include IS_PREVIEW for proper auditing</b>
ADARA-Specific On-Site Placements	Standard Display Media Supported

CONTACT DETAILS	
Contact	Email Address
Trafficking Email	<a href="mailto:traffic@adara.com">traffic@adara.com</a>
Reporting Email	<a href="mailto:reports@adara.com">reports@adara.com</a>

## ADARA AD SPECIFICATION GUIDE

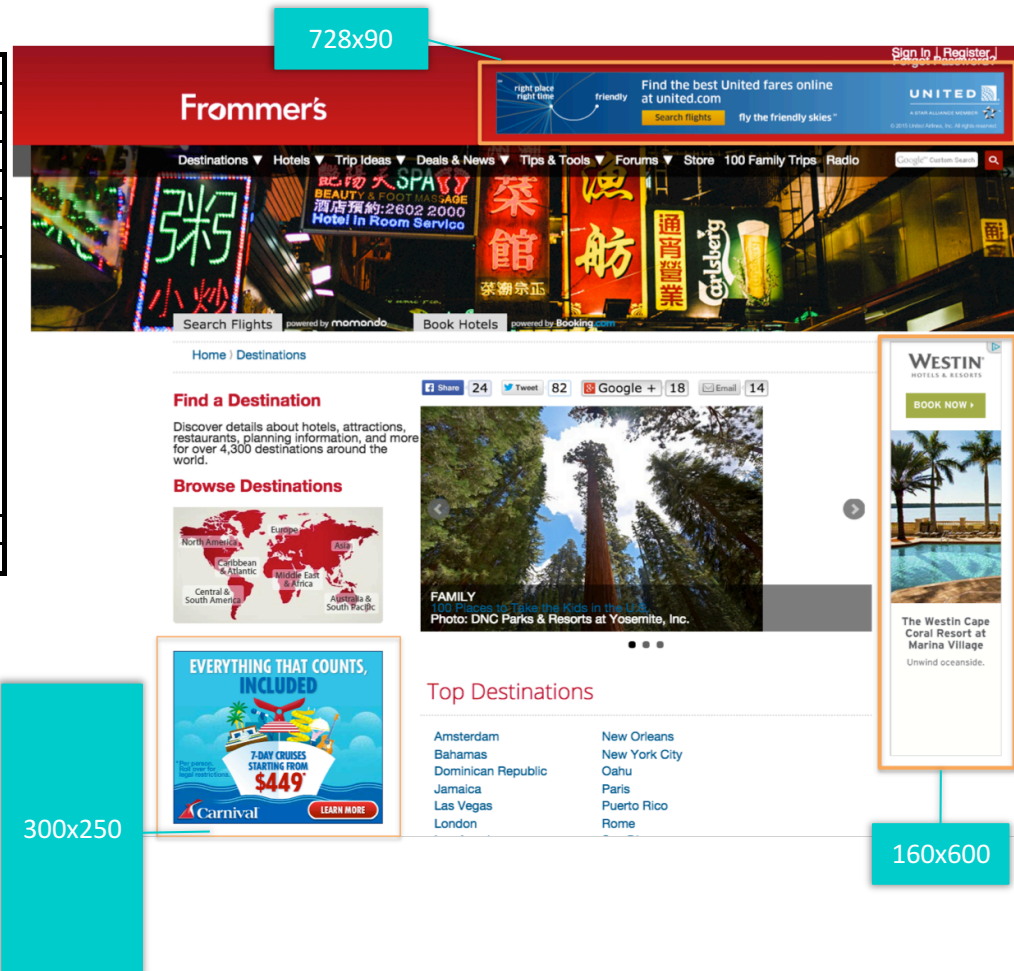
Updated November 2015

### SITE SERVED DISPLAY & MOBILE SPECIFICATIONS

#### Display

Element	Specification
Display Dimensions	300x250, 728x90, 160x600, 300x600
Mobile Dimensions	300x250, 728x90, 160x600, 300x600, 320x50, 300x50
Landing Page	Must Send Landing Page URL
Max File Size	150K
Animation	:30 max. Ads must remain static after 30 seconds.
File Type	.jpg, .gif
HTML5	ADARA can support HTML5 via <b>Third Party Ad Serving Only</b> . Please follow the guide in the below link to convert Flash files to HTML5 files for ADARAs third party ad server: <a href="https://developers.google.com/swiffy/?hl=en">https://developers.google.com/swiffy/?hl=en</a>  Refer to the IAB guidelines for HTML 5 specs: <a href="http://www.iab.com/wp-content/uploads/2015/06/HTML5DAv101.pdf">http://www.iab.com/wp-content/uploads/2015/06/HTML5DAv101.pdf</a>
Third Party	Reference IAB Link on Trafficking Guide
Flash	Reference Flash Specification

ADARA accepts **third party hosted** HTML5 via all approved third party vendors listed via above link. Please note ADARA supports a maximum 150k file size. Also reference Google's HTML5 Swiffy Tool for Flash-HTML5 conversion:  
<https://developers.google.com/swiffy/?hl=en>  
Refer to the IAB guidelines for HTML 5 specs:  
<http://www.iab.com/wp-content/uploads/2015/06/HTML5DAv101.pdf>



728x90

300x250

160x600

## ADARA AD SPECIFICATION GUIDE

Updated December 2015

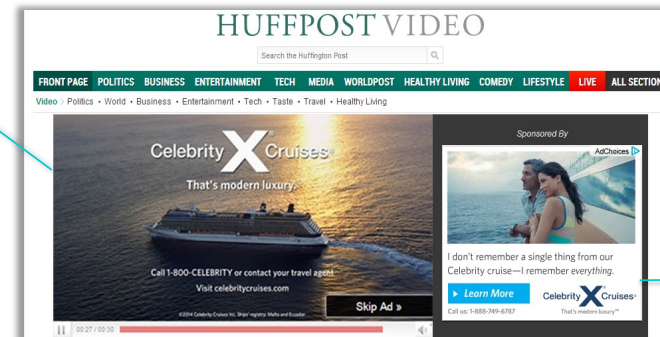
### PRE-ROLL VIDEO

#### Pre Roll Video

Element	Specification
Dimensions	640x480
Max File Size	100MB
Length	:15 Seconds Preferred; :30 Seconds Max
Companion Banners	300x60, 300x250; Inventory Not Guaranteed, :15/3 loops animation max
Third Party	VAST 2.0
Site Served	Pre-Roll Files; Click Thru URL; 1x1 Trackers Accepted
File Type - <b>All Required</b>	FLV, MP4, WebM
Frames Per Second	24 FPS
Bit Rate	12 Mbps
Video Codec	MPEG2, WMV, H.264/ACC
AS Version	AS 3
Linear vs. Non-Linear	Only Linear Accepted
Skip Functionality	Can accept skip or non-skip
	ADARA accepts <b>third party hosted</b> HTML5 via all approved third party vendors listed via above link. Please note ADARA supports a maximum 150k file size. Also reference Google's HTML5 Swiffy Tool for Flash-HTML5 conversion: <a href="https://developers.google.com/swiffy/?hl=en">https://developers.google.com/swiffy/?hl=en</a> Refer to the IAB guidelines for HTML 5 specs: <a href="http://www.iab.com/wp-content/uploads/2015/06/HTML5DAv101.pdf">http://www.iab.com/wp-content/uploads/2015/06/HTML5DAv101.pdf</a>
Security	

[ADARA-Certified Vendor List](#)

Video size determined by player within site - not dictated by ADARA



Companion banner sizes allowed: 300x600 and 300x250. Companion banner impressions are not guaranteed

## ADARA AD SPECIFICATION GUIDE

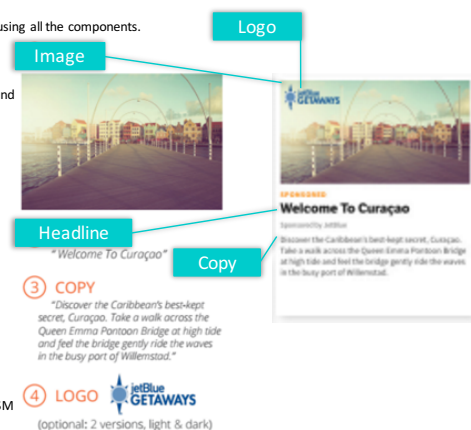
Updated December 2015

### NATIVE

Each ad component below is needed separately. ADARA will put together the full creative using all the components.

#### Ad Specs

- **Brand:** must be included in the copy or identified by providing a logo
- **Logo:** (optional) **PNG** File size; 300 (min) -600 (max) pixels wide; transparent background
  - Preferred: 3rd party hosted logo image. Can also accept png image file.
- **Image:** 800-1200 pixels wide in one of the following formats: jpg, png, gif
- **Image:** no logo and no text on image
- **Image:** must be less than 1MB file size
- **Image:** Should be 72dpi
- **Headline:** Less than 30 characters, including spaces
- **Caption:** Less than 200 characters
- Landing page **URL** must be valid
- Headline and Caption text **cannot**:
  - start with punctuation
  - include words separated by commas, but not spaces
  - Consist entirely of **CAPs**
  - Contain double spaces
  - contain more than 2 consecutive 1 character words
  - cannot contain the following characters:
    1. \ ^ ~ \_ = { } [ ] | < >
    2. International Phonetic Alphabet (IPA) Symbols, e.g., θ, ð, ʃ, ʒ, etc.
    3. Superscript and subscript characters with the exception of TM and SM
- **3<sup>rd</sup> party tracking:**
  - 1,024 chars max (including destination URL)
  - **1x1** impression tracker must be HTTPS secure
  - Click tracking pixels OK
  - Pixel cannot drop more than one cookie



#### Best Practices

- Use Images of products set in real environments - these perform better than products in isolation
- Little or no text on image
- No logo on the image - it will be overlaid programmatically
- Do not crop the image unless it's an intentional close up - image will be adjusted for the most flattering resizing & cropping based on focal regions & image heuristics
- Ensure brand reference in text copy

## ADARA AD SPECIFICATION GUIDE

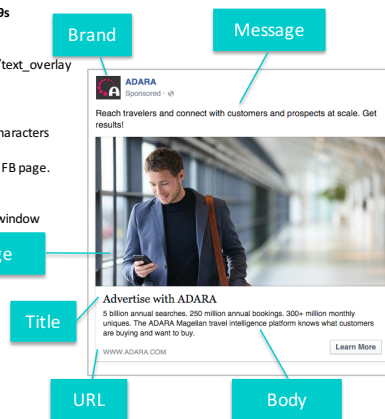
Updated December 2015

### FBX - NEWS FEED

Each ad component below is needed separately. ADARA will put together the full creative using all the components.

**Ad Specs - ADARA Workbook Available for Download:** <https://adara.box.com/s/pr9voxtgwg51yrettyqqwyb3tn8zc9s>

- **Brand** must be identified in the image or the copy
- **Image** must be 600x315 in one of the following formats: jpg, png, gif.
- **Image** must not be more than 20% text - can be confirmed with this URL: [https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)
- Image and text must go to one landing page
- Landing page **URL** must be valid.
- **Title** can be a maximum of 90 characters including spaces, with no word having more than 20 characters
- **Message:** (Optional) can be a maximum of 145 characters including spaces, with no word having more than 20 characters
- **Body:** 500 character maximum (including spaces), with no word having more than 20 characters
- Granting AppNexus & DBM with Facebook Page Access - Must be completed by a user with Admin Access to the FB page.
  - Advertiser must go to its Facebook page and navigate to **Settings > Page Roles**
  - Advertiser should see a pending request from AppNexus or DBM for access to the **Advertiser** page role
  - Advertiser should click on **Give AppNexus/DBM access to my Page**, which will open up a confirmation window
  - After clicking **Approve Request**, the advertiser must save changes
  - The brand page must not have any country, language, or other restrictions restrictions
  - The brand page must be visible to all Facebook users
  - **The Page ID MUST be sent to ADARA to complete connection with Advertiser's Facebook Page**
    - Visit <http://findmyfbid.com/> to find Facebook ID.
- Title, message, and body text **cannot**:
  - start with punctuation
  - include words separated by commas, but not spaces
  - Consist entirely of CAPs
  - include 2 consecutive punctuation marks. Note FBx considers ™, ®, © as punctuation
  - contain duplicate consecutive punctuation characters with the exception of 3 ellipses...
  - contain double spaces
  - contain more than 2 consecutive 1 character words
  - cannot contain the following characters:
    1. \ ^ ~ \_ = { } [ ] | < >
    2. International Phonetic Alphabet (IPA) Symbols, e.g., θ, ð, ʃ, ʒ, etc.
    3. Superscript and subscript characters with the exception of TM and SM
- **3<sup>rd</sup> party tracking:**
  - 1,024 chars max (including destination URL)
  - 1x1 impression tracker must be HTTPS secure
  - Click tracking pixels OK.
  - Pixel cannot drop more than one cookie
  - The pixel does not use an advertiser-specific domain. Facebook prohibited this practice in January 2015. Previously, pixels were allowed to use domains like "brand1.vendor.com" and "brand2.vendor.com". Pixels must now use a general vendor domain like "pixel.vendor.com".
  - Facebook servers are able to establish a connection with the pixel server.
  - The final destination URL of the pixel is a 1x1 image.
  - Facebook servers receive a response from the pixel server in less than one second.
  - The pixel does not redirect, except as necessary to pull down the 1x1 image and then only from the same domain as the pixel. This implies that piggyback pixels are not allowed.
  - Pixel vendor must be approved by FBx - see below matrix for vendor guidance



### FBx - Approved Third Party Vendors

Adcentric/AdGear	Aggregate Knowledge	Efficient Frontier	MediaMind	Spruce
Addition	Atlas	EyeReturn	MediaPlex	Xaxis
Adform	BB Elements	Flashtalking (Tracking; not Billing)	MIG	Weborama
Adometry	Compass Labs	GraphEffect	Nanigans	
AdParlor	Convertro	Kenshoo	Nielsen OCR	
Adsfac-Facilitate	DoubleClick	Markit	SmartAdserver	

## ADARA AD SPECIFICATION GUIDE

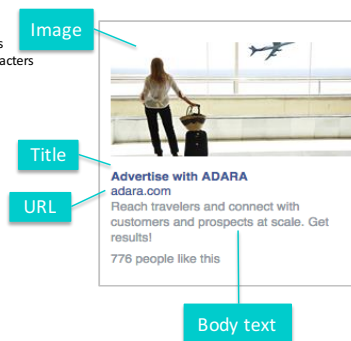
Updated December 2015

### FBX - RIGHT HAND COLUMN

Each ad component below is needed separately. ADARA will put together the full creative using all the components.

**Ad Specs - ADARA Workbook Available for Download:** <https://adara.box.com/s/pr9voxtgwg513yrettyqqwyb3tn8zc9s>

- Brand must be identified in the image or the copy
- Image must be 600x315
- Image and text must go to one landing page
- Landing page URL must be valid
- Title can be a maximum of 25 characters including spaces, with no word having more than 20 characters
- Body text can be a maximum of 90 characters including spaces, with no word having more than 20 characters
- Title and body text cannot:
  - start with punctuation
  - include words separated by commas, but not spaces
  - Consist entirely of CAPs
  - include 2 consecutive punctuation marks. Note FBx considers "™", "®", "©" as punctuation
  - contain duplicate consecutive punctuation characters with the exception of 3 ellipses...
  - contain double spaces
  - contain more than 2 consecutive 1 character words
  - cannot contain the following characters:
    1. \ ^ ~ \_ = { } [ ] | < >
    2. International Phonetic Alphabet (IPA) Symbols, e.g., θ, ð, ʃ, ʒ, etc.
    3. Superscript and subscript characters with the exception of TM and SM
- 3rd party tracking:
  - 1,024 chars max (including destination URL)
  - 1x1 click and impression trackers allowed (if utilizing third party tracking)
  - 1x1 impression tracker must be HTTPS secure
  - Pixel cannot drop more than one cookie
  - The pixel does not use an advertiser-specific domain. Facebook prohibited this practice in January 2015. Previously, pixels were allowed to use domains like "brand1.vendor.com" and "brand2.vendor.com". Pixels must now use a general vendor domain like "pixel.vendor.com".
  - Facebook servers are able to establish a connection with the pixel server.
  - The final destination URL of the pixel is a 1x1 image.
  - Facebook servers receive a response from the pixel server in less than one second.
  - The pixel does not redirect, except as necessary to pull down the 1x1 image and then only from the same domain as the pixel. This implies that piggyback pixels are not allowed.
  - Pixel vendor must be approved by FBx - see below matrix for vendor guidance



#### FBx - Approved Third Party Vendors

Adcentric/AdGear	Aggregate Knowledge	Efficient Frontier	MediaMind	Spruce
Adition	Atlas	EyeReturn	MediaPlex	Xaxis
Adform	BB Elements	Flashtalking (Tracking; not Billing)	MIG	Weborama
Adometry	Compass Labs	GraphEffect	Nanigans	
AdParlor	Convertro	Kenshoo	Nielsen OCR	
Adsfac-Facilitate	DoubleClick	Markit	SmartAdserver	

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Updated December 2015

### FLASH

<i>Banner Type</i>	Regular flash
<i>Third Party Supported</i>	No
<i>Flash Version</i>	9
<i>Frame rate</i>	24 FPS
<i>Backup Image Required</i>	Yes
<i>Package Source Files</i>	No
<i>Ad Server</i>	Proprietary
<i>Target Page</i>	"_blank"
<i>Secure HTTPS?</i>	Yes

PLEASE USE THE BELOW METHOD TO PROGRAM THE CLICKTAG

```
var clickTag:String=_level0.clickTag || _level0.ClickTag || _level0.clickTAG || _level0.CLICKTAG;
getURL(clickTag, '_blank');
```

ClickTAG parameter code for ActionScript 2:

```
on (release) {
    if (clickTAG.substr(0, 5) == "http:" || clickTAG.substr(0, 6) == "https:") {
        getURL(clickTAG, "_blank");
    }
}
```

ClickTAG parameter code for ActionScript 3:

```
import flash.events.MouseEvent;
import flash.net.URLRequest;
// .....
someButton_or_displayObject_to_receive_mouseClick.addEventListener(
    MouseEvent.CLICK,
    function(event: MouseEvent) : void {
        flash.net.navigateToURL(new URLRequest(root.loaderInfo.parameters.clickTAG, "_blank");
    }
);
```

Replace someButton\_or\_displayObject\_to\_receive\_mouseClick with the actual name of button that will receive the click.

Note that it's not necessary to specify the destination URL for the ad anywhere in this code; this is taken care of through the usage of clickTAG. Also, depending on the structure of your Flash ad, it may be necessary to prepend "\_root." or "\_level0." to "clickTAG" above, resulting in "\_root.clickTAG" or "\_level0.clickTAG".

It is strongly recommended to upload the ad into your account and verify that the ad is behaving normally prior to it going live, allowing time for any necessary changes.

## ADARA AD SPECIFICATION GUIDE

Updated November 2015

### OUTLOOK

Each ad component below is needed separately. Adara will put together the full creative using all the components.

- **Image**
  - Image must be 100x72
  - JPG, PNG, GIF only
  - Load size no more than 40kb
- **Headline**
  - 25 Character max, including spaces
  - Must not contain newline characters
  - Must not contain 2 consecutive punctuation marks
  - Must not consist entirely of capital letters
  - Must not start with punctuation
  - Must not include double spaces
  - Must not include more than 2 consecutive 1 character
  - Must not include special characters - <\*&^~\_={}|<>
- **Body**
  - 90 Character max, including spaces
    - No word can have more than 20 characters
  - Must not contain 2 consecutive punctuation marks
  - Must not consist entirely of capital letters
  - Must not start with punctuation
  - Must not include double spaces
  - Must not include more than 2 consecutive 1 character
  - Must not include special characters - <\*&^~\_={}|<>
- **3rd party tracking:**
  - 1,024 chars max (including destination URL)
  - Third party tracking available via 1x1 impression and click trackers
  - All impression trackers and fourth party pixel calls must be HTTPS secure
- **Landing Page URL**
  - Maximum 1,024 characters
  - Must begin with http:// or https://
- **Flex Title Label**
  - Maximum of 20 characters

