

# Undertone<sup>®</sup>

## AD SPECS



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## In-Page

### **Ad Unit**

In-Page Display

### **Ad Size**

728x90, 300x250, 160x600

### **Max File Size (Initial Load)**

50K

### **Max File Size (Subsequent/Polite Load/Expanded)**

1MB

### **Max File Size (User Initiated Load)**

1MB

### **File Formats**

SWF for Flash ads, JPG or GIF for image ads, 3rd party iframe tags for RM

### **Flash Version**

6, 7, 8, 9. At this time, it is recommended to use the Flash Version 9 as the highest form of support.

### **Backup GIF Size**

30K

### **Expanded Dimensions for 3rd Party**

728x315, 600x250, 600x600

### **Expanded Dimensions for Undertone**

728x315, 600x250, 600x600

### **Expand Initiation**

User-initiated on click or hot-spot roll-over

### **Expansion Direction**

Auto detect

### **Close Button Requirements**

“Close X” required on expanded panel and “Expand” on collapsed panel;  
Font = 8pt (11px) - 16pt (21px)

### **Number of Panels**

1 base & 1 expanded

### **Animation Length**

15s

### **Looping**

3

### **Max Video Length**

30s

### **Video Initiation**

Must be user-initiated and include play, pause, mute functions

### **Frame Rate**

Default 18 FPS. Maximum 24 FPS.

### **Audio Initiation**

Muted by default, user-initiated on click

### **Hot Spot Restriction**

Do not exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1 second

### **Border, Labeling Requirements**

Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)

### **Actionscript Version**

2.0, 3.0

### **ClickTAG Requirements**

For Undertone hosted: on (release) { if (clickTAG.substr(0,4) == “http”) { getURL(clickTAG, “\_blank”); } } For 3rd party vendors: See 3rd party vendor specs

### **CPU Usage**

With large creatives, CPU usage can be an issue. Avoid extremely large videos, especially large ones using alpha channels; animated gradients and complicated shape tweens (e.g., waterfall effects); and, effects that rely on large amounts of code (e.g., particle effects).

### **Delivery Method**

Javascript, iframe, standard, HTML accepted

### **3rd Party Tracking? (Y/N)**

Y

### **3rd Party Serving Type (Full Tag, CC, 1x1)**

Full tag

## Half - Page

### **Ad Unit**

Half-Page

### **Ad Size**

300x600

### **Max File Size (Initial Load)**

40K

### **Max File Size (Subsequent/Polite Load/Expanded)**

80K

### **Max File Size (User Initiated Load)**

2.2MB

### **File Formats**

SWF for Flash ads, JPG or GIF for image ads, 3rd party iframe tags for RM

### **Flash Version**

6, 7, 8, 9. At this time, it is recommended to use the Flash Version 9 as the highest form of support.

### **Backup GIF Size**

30K

### **Expanded Dimensions for 3rd Party**

600x600

### **Expanded Dimensions for Undertone**

500x600

### **Expand Initiation**

User initiated on click or hot-spot roll - over

### **Expansion Direction**

Auto detect

### **Close Button Requirements**

“Close X” required on expanded panel and “Expand” on collapsed panel;  
Font = 8pt (11px) - 16pt (21px)

### **Number of Panels**

1 base & 1 expanded

### **Animation Length**

15s

### **Looping**

3

### **Max Video Length**

30s

### **Video Initiation**

Must be user-initiated and include play, pause, mute functions

### **Frame Rate**

Default 18 FPS. Maximum 24 FPS.

### **Audio Initiation**

Muted by default, user-initiated on click

### **Hot Spot Restriction**

Do not exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1 second

### **Border, Labeling Requirements**

Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)

### **Actionscript Version**

2.0, 3.0

### **ClickTAG Requirements**

For Undertone hosted: `on (release) { if (clickTAG.substr(0,4) == "http") { getURL(clickTAG, "_blank"); } }` For 3rd party vendors: See 3rd party vendor specs

### **CPU Usage**

With large creatives, CPU usage can be an issue. Avoid extremely large videos, especially large ones using alpha channels; animated gradients and complicated shape tweens (e.g., waterfall effects); and, effects that rely on large amounts of code (e.g., particle effects).

### **Delivery Method**

Javascript, iframe, standard, HTML accepted

### **3rd Party Tracking? (Y/N)**

Y

### **3rd Party Serving Type (Full Tag, CC, 1x1)**

Full tag



### ScreenShift™

#### Ad Unit

ScreenShift

#### Ad Size

Full browser window width;  
90px height collapsed ; 500px height expanded

#### Max File Size (Initial Load)

N/A

#### Max File Size (Subsequent/Polite Load/Expanded)

750K

#### Max File Size (User-Initiated Load)

800K

#### File Formats

Clients can provide layered PSDs and flat image files for the banner concept.

#### Flash Version

N/A

#### Backup GIF Size

N/A

#### Expanded Dimensions for 3rd Party

N/A

#### Expanded Dimensions for Undertone

Full browser width; 500px height

#### Expand Initiation

Auto-expand down from top of browser window

#### Expansion Direction

Down

#### Close Button Requirements

Must have close/open button on upper right corner

#### Number of Panels

5 max expanded, 1 collapsed

#### Animation Length

15s

#### Looping

None

#### Max Video Length

Unlimited (user-initiated)

#### Video Initiation

N/A

#### Frame Rate

N/A

#### Audio Initiation

N/A

#### Hot Spot Restriction

N/A

#### Border, Labeling Requirements

N/A

#### Actionscript Version

N/A

#### ClickTAG Requirements

N/A

#### CPU Usage

With large creatives, CPU usage can be an issue. Avoid extremely large videos, especially large ones using alpha channels; animated gradients and complicated shape tweens (e.g., waterfall effects); and, effects that rely on large amounts of code (e.g., particle effects).

#### Delivery Method

Javascript

#### 3rd Party Tracking? (Y/N)

Y

#### 3rd Party Serving Type (Full Tag, CC, 1x1)

1x1



### PageGrabber®

**Ad Unit**

PageGrabber

**Ad Size**

Full browser window

**Max File Size (Initial Load)**

50K

**Max File Size**

**(Subsequent/Polite Load/Expanded)**

750K

**Max File Size (User Initiated Load)**

800K

**File Formats**

Clients can provide layered PSDs and flat image files for the banner concept. The PSD should be built to 2000x1050.

**Flash Version**

9 or higher

**Backup GIF Size**

n/a

**Expanded Dimensions for 3rd Party**

Non-expandable

**Expanded Dimensions for Undertone**

Non-expandable

**Expand Initiation**

Non-expandable

**Expansion Direction**

Non-expandable

**Close Button Requirements**

Must have close button on upper right corner

**Number of Panels**

Non-expandable

**Animation Length**

25s

**Looping**

1

**Max Video Length**

Unlimited (user-initiated)

**Video Initiation**

Must be user-initiated and include play, pause, mute functions

**Frame Rate**

Default 18 FPS. Maximum 24 FPS.

**Audio Initiation**

Muted by default, user-initiated on click

**Hot Spot Restriction**

Do not exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1 second

**Border, Labeling Requirements**

n/a

**Actionscript Version**

2.0, 3.0

**ClickTAG Requirements**

n/a

**CPU Usage**

With large creatives, CPU usage can be an issue. Avoid extremely large videos, especially large ones using alpha channels; animated gradients and complicated shape tweens (e.g., waterfall effects); and, effects that rely on large amounts of code (e.g., particle effects).

**Delivery Method**

Javascript, iframe, standard, HTML accepted

**3rd Party Tracking? (Y/N)**

Y

**3rd Party Serving Type (Full Tag, CC, 1x1)**

1x1



### PageSkin™

**Ad Unit**

PageSkin

**Ad Size**

1600 x 1200

**Max File Size (Initial Load)**

300K

**Max File Size  
(Subsequent/Polite Load/Expanded)**

n/a

**Max File Size (User Initiated Load)**

n/a

**File Formats**

JPG

**Flash Version**

n/a

**Backup GIF Size**

n/a

**Expanded Dimensions for 3rd Party**

Non-expandable

**Expanded Dimensions for Undertone**

Non-expandable

**Expand Initiation**

Non-expandable

**Expansion Direction**

Non-expandable

**Close Button Requirements**

n/a

**Number of Panels**

Non-expandable

**Animation Length**

No animation

**Looping**

No animation

**Max Video Length**

No video

**Video Initiation**

No video

**Frame Rate**

No animation

**Audio Initiation**

No audio

**Hot Spot Restriction**

n/a

**Border, Labeling Requirements**

n/a

**Actionscript Version**

n/a

**ClickTAG Requirements**

n/a

**CPU Usage**

n/a

**Delivery Method**

Javascript, iframe, standard, HTML accepted

**3rd Party Tracking? (Y/N)**

Y

**3rd Party Serving Type (Full Tag, CC, 1x1)**

1x1



### Billboard

**Ad Unit**

Billboard

**Ad Size**

970x250

**Max File Size (Initial Load)**

60K

**Max File Size (Subsequent/Polite Load/Expanded)**

1MB

**Max File Size (User-Initiated Load)**

1.5 MB

**File Formats**

SWF for Flash ads, JPG or GIF for image ads, 3rd party iframe tags for RM

**Flash Version**

6, 7, 8, 9. At this time, it is recommended to use the Flash Version 9 as the highest form of support.

**Backup GIF Size**

30K

**Expanded Dimensions**

Non-expandable

**Expand Initiation**

Non-expandable

**Expansion Direction**

Non-expandable

**Close Button Requirements**

RM vendors should supply only the 970x250 creative; Undertone will add the "Close" button and collapse / expand functionality

**Number of Panels**

1 base (Contracts to "Show Ad" button when user clicks "Close")

**Animation Length**

30s

**Looping**

3

**Max Video Length**

Unlimited (user initiated only)

**Video Initiation**

Must be user-initiated and include play, pause, mute functions

**Frame Rate**

Default 18 FPS. Maximum 24 FPS

**Audio Initiation**

Muted by default, user-initiated on click

**Hot Spot Restriction**

Do not exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1 second

**Border, Labeling Requirements**

Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)

**Actionscript Version**

2.0, 3.0

**ClickTAG Requirements**

See 3rd party vendor specs

**CPU Usage**

With large creatives, CPU usage can be an issue. Avoid extremely large videos, especially large ones using alpha channels; animated gradients and complicated shape tweens (e.g., waterfall effects); and, effects that rely on large amounts of code (e.g., particle effects).

**Delivery Method**

3P iframe or locally-hosted Flash assets accepted

**3rd Party Tracking? (Y/N)**

Y

**3rd Party Serving Type (Full Tag, CC, 1x1)**

Full tag





### Filmstrip

**Ad Unit**

Filmstrip

**Ad Size**

300x600

**Max File Size (Initial Load)**

60K

**Max File Size (Subsequent/Polite Load/Expanded)**

110K

**Max File Size (User-Initiated Load)**

2.2 MB

**File Formats**

SWF for Flash ads, JPG or GIF for image ads, 3rd party tags for RM

**Flash Version**

6, 7, 8, 9. At this time, it is recommended to use the Flash Version 9 as the highest form of support.

**Backup GIF Size**

30K

**Expanded Dimensions**

Non-expandable

**Expand Initiation**

Non-expandable

**Expansion Direction**

Non-expandable

**Close Button Requirements**

None

**Number of Panels**

Non-expandable

**Animation Length**

15s

**Looping**

3

**Max Video Length**

Unlimited (user-initiated only)

**Video Initiation**

Must be user-initiated and include play, pause, mute functions

**Frame Rate**

Default 18 FPS. Maximum 24 FPS

**Audio Initiation**

Muted by default, user-initiated on click

**Hot Spot Restriction**

Do not exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1 second

**Border, Labeling Requirements**

Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)

**Actionscript Version**

2.0, 3.0

**ClickTAG Requirements**

See 3rd party vendor specs

**CPU Usage**

With large creatives, CPU usage can be an issue. Avoid extremely large videos, especially large ones using alpha channels; animated gradients and complicated shape tweens (e.g., waterfall effects); and, effects that rely on large amounts of code (e.g., particle effects).

**Delivery Method**

Javascript, iframe, standard, HTML accepted

**3rd Party Tracking? (Y/N)**

Y

**3rd Party Serving Type (Full Tag, CC, 1x1)**

Full tag



## Portrait

### Ad Unit

Portrait

### Ad Size

300x1050

### Max File Size (Initial Load)

80K

### Max File Size (Subsequent/Polite Load/Expanded)

350K

### Max File Size (User-Initiated Load)

2.2MB

### File Formats

SWF for Flash ads, JPG or GIF for image ads, 3rd party tags for RM

### Flash Version

9 or higher

### Backup GIF Size

30K

### Expanded Dimensions

Up to 580x460 depending on module

### Expand Initiation

User-initiated on click or hotspot roll over

### Expansion Direction

Auto detect

### Close Button Requirements

Expanding modules must include "Close X" in expanded mode

### Number of Panels

n/a

### Animation Length

15s

### Looping

3

### Max Video Length

Unlimited (user-initiated only)

### Video Initiation

Must be user-initiated and include play, pause, mute functions

### Frame Rate

Default 18 FPS. Maximum 24 FPS

### Audio Initiation

Muted by default, user-initiated on click

### Hot Spot Restriction

Do not exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1 second

### Border, Labeling Requirements

Ad unit content must be clearly distinguishable from normal webpage content ( i.e. ad unit must have clearly defined borders and not be confused with normal page content )

### Actionscript Version

2.0, 3.0

### ClickTAG Requirements

See 3rd party vendor specs

### CPU Usage

With large creatives, CPU usage can be an issue. Avoid extremely large videos, especially large ones using alpha channels; animated gradients and complicated shape tweens (e.g., waterfall effects); and, effects that rely on large amounts of code (e.g., particle effects).

### Delivery Method

Javascript, iframe, standard, HTML accepted

### 3rd Party Tracking? (Y/N)

Y

### 3rd Party Serving Type (Full Tag, CC, 1x1)

Full tag



## Pushdown

### Ad Unit

Pushdown

### Ad Size

970x90

### Max File Size (Initial Load)

80K

### Max File Size (Subsequent/Polite Load/Expanded)

110K

### Max File Size (User-Initiated Load)

2.2MB

### File Formats

SWF for Flash ads, JPG or GIF for image ads, 3rd party tags for RM

### Flash Version

9 or higher

### Backup GIF Size

30K

### Expanded Dimensions

970x415

### Expand Initiation

User-initiated on click or hotspot rollover

### Expansion Direction

Down

### Close Button Requirements

Close button on expanded pushdown, initiated by click.

### Number of Panels

2

### Animation Length

15s

### Looping

3

### Max Video Length

Unlimited (user-initiated only)

### Video Initiation

Must be user-initiated and include play, pause, mute functions

### Frame Rate

Default 18 FPS. Maximum 24 FPS

### Audio Initiation

Muted by default, user-initiated on click

### Hot Spot Restriction

Do not exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1 second

### Border, Labeling Requirements

Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)

### Actionscript Version

2.0, 3.0

### ClickTAG Requirements

See 3rd party vendor specs

### CPU Usage

With large creatives, CPU usage can be an issue. Avoid extremely large videos, especially large ones using alpha channels; animated gradients and complicated shape tweens (e.g., waterfall effects); and, effects that rely on large amounts of code (e.g., particle effects).

### Delivery Method

Javascript, iframe, standard, HTML accepted

### 3rd Party Tracking? (Y/N)

Y

### 3rd Party Serving Type (Full Tag, CC, 1x1)

Full tag



### Sidekick

#### **Ad Unit**

Sidekick

#### **Ad Size**

300x250 (can also be 300x600, 970x250)

#### **Max File Size (Initial Load)**

60K

#### **Max File Size**

**(Subsequent/Polite Load/Expanded)**

110K

#### **Max File Size (User-Initiated Load)**

2.2MB

#### **File Formats**

SWF for Flash ads, JPG or GIF for image ads,  
3rd party tags for RM

#### **Flash Version**

9 or higher

#### **Backup GIF Size**

30K

#### **Expanded Dimensions**

850x700

#### **Expand Initiation**

User-initiated on click or hotspot rollover

#### **Expansion Direction**

Right, down (auto detect)

#### **Close Button Requirements**

Close X on expanded Sidekick that closes and  
returns user to publisher page content

User-initiated expand control in the in-page

#### **Number of Panels**

2

#### **Animation Length**

15s

#### **Looping**

3

#### **Max Video Length**

Unlimited (user-initiated only)

#### **Video Initiation**

Must be user-initiated and include play,  
pause, mute functions

#### **Frame Rate**

Default 18 FPS. Maximum 24 FPS

#### **Audio Initiation**

Muted by default, user-initiated on click

#### **Hot Spot Restriction**

Do not exceed 1/4 size of ad. Only initiated when cursor  
rests on hotspot for at least 1 second

#### **Border, Labeling Requirements**

Ad unit content must be clearly distinguishable from normal  
webpage content (i.e. ad unit must have clearly defined  
borders and not be confused with normal page content)

#### **Actionscript Version**

2.0, 3.0

#### **ClickTAG Requirements**

See 3rd party vendor specs

#### **CPU Usage**

With large creatives, CPU usage can be an issue. Avoid  
extremely large videos, especially large ones using alpha  
channels; animated gradients and complicated shape  
tweens (e.g., waterfall effects); and, effects that rely on  
large amounts of code (e.g., particle effects).

#### **Delivery Method**

Javascript, iframe, standard, HTML accepted

#### **3rd Party Tracking? (Y/N)**

Y

#### **3rd Party Serving Type (Full Tag, CC, 1x1)**

Full tag



## Slider

### Ad Unit

Slider

### Ad Size

970x90

### Max File Size (Initial Load)

60K

### Max File Size (Subsequent/Polite Load/Expanded)

110K

### Max File Size (User-Initiated Load)

2.2MB

### File Formats

SWF for Flash ads, JPG or GIF for image ads, 3rd party tags for RM

### Flash Version

9 or higher

### Backup GIF Size

30K

### Expanded Dimensions

970x550

### Expand Initiation

User-initiated on click or hotspot rollover

### Expansion Direction

Right

### Close Button Requirements

Must contain "Close X" in expanded slider bar and in slider content.

### Number of Panels

2

### Animation Length

15s

### Looping

3

### Max Video Length

Unlimited (user-initiated only)

### Video Initiation

Must be user-initiated and include play, pause, mute functions

### Frame Rate

Default 18 FPS. Maximum 24 FPS

### Audio Initiation

Muted by default, user-initiated on click

### Hot Spot Restriction

Do not exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1 second

### Border, Labeling Requirements

Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)

### Actionscript Version

2.0, 3.0

### ClickTAG Requirements

See 3rd party vendor specs

### CPU Usage

With large creatives, CPU usage can be an issue. Avoid extremely large videos, especially large ones using alpha channels; animated gradients and complicated shape tweens (e.g., waterfall effects); and, effects that rely on large amounts of code (e.g., particle effects).

### Delivery Method

Javascript, iframe, standard, HTML accepted

### 3rd Party Tracking? (Y/N)

Y

### 3rd Party Serving Type (Full Tag, CC, 1x1)

Full tag



### Full - Page

**Ad Unit**

Full-Page

**Ad Size**

700x500

**Max File Size (Initial Load)**

80K

**Max File Size (Subsequent/Polite Load/Expanded)**

160K

**Max File Size (User-Initiated Load)**

2.2MB

**File Formats**

SWF for Flash ads, JPG or GIF for image ads, 3rd party iframe tags for RM

**Flash Version**

6, 7, 8, 9. At this time, it is recommended to use the Flash Version 9 as the highest form of support.

**Backup GIF Size**

30K

**Expanded Dimensions for 3rd Party**

Non-expandable

**Expanded Dimensions for Undertone**

Non-expandable

**Expand Initiation**

Non-expandable

**Expansion Direction**

Non-expandable

**Close Button Requirements**

Do not include any close buttons in your creative. Undertone will add the "Close" button via its Full-Page HTML template. Also, do not add any time-out/auto-close functionality. Undertone will add that via its Full-Page HTML template. Ad should be designed as a 700x500 in-page unit and not as an interstitial. Undertone will add the floating/overlaying functionality via its Full-Page HTML template.

**Number of Panels**

Non-expandable

**Animation Length**

15s

**Looping**

1

**Max Video Length**

15s

**Video Initiation**

Must be user-initiated and include play, pause, mute functions

**Frame Rate**

Default 18 FPS. Maximum 24 FPS.

**Audio Initiation**

Muted by default, user-initiated on click

**Hot Spot Restriction**

Do not exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1 second

**Border, Labeling Requirements**

Label = "Advertisement" Font = 8pt (11px) - 16pt (21px)

**Actionscript Version**

2.0, 3.0

**ClickTAG Requirements**

For Undertone hosted: on (release) { if (clickTAG.substr(0,4) == "http") { getURL(clickTAG, "\_blank"); } } For 3rd party vendors: See 3rd party vendor specs

**CPU Usage**

With large creatives, CPU usage can be an issue. Avoid extremely large videos, especially large ones using alpha channels; animated gradients and complicated shape tweens (e.g., waterfall effects); and, effects that rely on large amounts of code (e.g., particle effects).

**Delivery Method**

3P iframe or locally-hosted Flash assets accepted

**3rd Party Tracking? (Y/N)**

Y

**3rd Party Serving Type (Full Tag, CC, 1x1)**

1x1



## Synched

### Ad Unit

Synched

### Ad Size

728x90 and 300x250 or 160x600

### Max File Size (Initial Load)

40K

### Max File Size (Subsequent/Polite Load/Expanded)

80K

### Max File Size (User-Initiated Load)

2.2MB

### File Formats

SWF for Flash ads, JPG or GIF for image ads, 3rd party iframe tags for RM

### Flash Version

6, 7, 8, 9. At this time, it is recommended to use the Flash Version 9 as the highest form of support.

### Backup GIF Size

30K

### Expanded Dimensions for 3rd Party

728x315, 600x250, 600x600

### Expanded Dimensions for Undertone

728x315, 450x250, 320x600

### Expand Initiation

User-initiated on click or hot-spot roll-over

### Expansion Direction

Auto detect

### Close Button Requirements

“Close X” required on expanded panel and “Expand” on collapsed panel;  
Font = 8pt (11px) - 16pt (21px)

### Number of Panels

1 base & 1 expanded

### Animation Length

15s

### Looping

3

### Max Video Length

30s

### Video Initiation

Must be user-initiated and include play, pause, mute functions

### Frame Rate

Default 18 FPS. Maximum 24 FPS.

### Audio Initiation

Muted by default, user-initiated on click

### Hot Spot Restriction

Do not exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1 second

### Border, Labeling Requirements

Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)

### Actionscript Version

2.0, 3.0

### ClickTAG Requirements

For Undertone hosted: `on (release) { if (clickTAG.substr(0,4) == "http") { getURL(clickTAG, "_blank"); } }` For 3rd party vendors: See 3rd party vendor specs

### CPU Usage

With large creatives, CPU usage can be an issue. Avoid extremely large videos, especially large ones using alpha channels; animated gradients and complicated shape tweens (e.g., waterfall effects); and, effects that rely on large amounts of code (e.g., particle effects).

### Delivery Method

Javascript, iframe, standard, HTML accepted

### 3rd Party Tracking? (Y/N)

Y

### 3rd Party Serving Type (Full Tag, CC, 1x1)

Full tag

## Mobile Standard

### Ad Unit

Mobile - Standard

### Ad Size

300x50, 320x50, 300x250

### Max File Size (Initial Load)

20K

### Max File Size (Subsequent/Polite Load/Expanded)

n/a

### Max File Size (User Initiated Load)

n/a

### File Formats

JPG, PNG, GIF, HTML5

### Expanded Dimensions

Non-expandable

### Expand Initiation

Non-expandable

### Expansion Direction

Non-expandable

### Close Button Requirements

n/a

### Number of Panels

Non-expandable

### Max Video Length

No Video

### Video Initiation

No Video

### Audio Initiation

Muted by default, user-initiated on click

### Border, Labeling Requirements

Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)

### Delivery Method

Javascript, iframe, standard, HTML accepted

### 3rd Party Tracking? (Y/N)

Y

### 3rd Party Serving Type (Full Tag, CC, 1x1)

Full tag



## Mobile Rich Media

### Ad Unit

Mobile - Rich Media

### Ad Size

300x50, 320x50, 300x250

### Max File Size (Initial Load)

20K

### Max File Size (Subsequent/Polite Load/Expanded)

80K

### Max File Size (User Initiated Load)

1MB

### File Formats

JPG, PNG, GIF, HTML5

### Expanded Dimensions

Varies, based on 3rd party specs & screen size

### Expand Initiation

User-initiated on tap / click

### Expansion Direction

Auto detect

### Close Button Requirements

“Close X” required on expanded panel

### Number of Panels

Depends on 3P product spec

### Max Video Length

30s

### Video Initiation

Must be user-initiated and include play, pause, mute functions

### Audio Initiation

Muted by default, user-initiated on click

### Border, Labeling Requirements

Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)

### Delivery Method

Javascript, iframe, standard, HTML accepted

### 3rd Party Tracking? (Y/N)

Y

### 3rd Party Serving Type (Full Tag, CC, 1x1)

Full tag

## Tablet - Standard

### Ad Unit

Tablet - Standard

### Ad Size

728x90, 300x250, 160x600

### Max File Size (Initial Load)

30K

### Max File Size (Subsequent/Polite Load/Expanded)

n/a

### Max File Size (User Initiated Load)

n/a

### File Formats

JPG, PNG, GIF, HTML5

### Expanded Dimensions

Depends on 3P product spec

### Expand Initiation

User-initiated on tap/click

### Expansion Direction

Auto detect

### Close Button Requirements

n/a

### Number of Panels

Depends on 3P product spec

### Max Video Length

30s

### Video Initiation

Must be user-initiated and include play, pause, mute functions

### Audio Initiation

Muted by default, user-initiated on click

### Border, Labeling Requirements

Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)

### Delivery Method

Javascript, iframe, standard, HTML accepted

### 3rd Party Tracking? (Y/N)

Y

### 3rd Party Serving Type (Full Tag, CC, 1x1)

Full tag

## Tablet - Rich Media

### Ad Unit

Tablet - Rich Media

### Ad Size

728x90, 300x250, 160x600

### Max File Size (Initial Load)

30K

### Max File Size (Subsequent/Polite Load/Expanded)

80k

### Max File Size (User Initiated Load)

1MB

### File Formats

JPG, PNG, GIF, HTML5

### Expanded Dimensions

Varies based on 3rd party specs & screen size

### Expand Initiation

User-initiated on tap/click

### Expansion Direction

Auto detect

### Close Button Requirements

“Close X” required on expanded panel

### Number of Panels

Depends on 3P product spec

### Max Video Length

30s

### Video Initiation

Must be user-initiated and include play, pause, mute functions

### Audio Initiation

Muted by default, user-initiated on click

### Border, Labeling Requirements

Ad unit content must be clearly distinguishable from normal webpage content ( i.e. ad unit must have clearly defined borders and not be confused with normal page content )

### Delivery Method

Javascript, iframe, standard, HTML accepted

### 3rd Party Tracking? (Y/N)

Y

### 3rd Party Serving Type (Full Tag, CC, 1x1)

Full tag

## In-Stream Video

### **Ad Unit**

In-Stream Video

### **Ad Size**

Hosted: 640x480 or higher (4:3 aspect ratio)  
640x360 or higher (16:9 aspect ratio)

### **File Formats**

If Undertone hosts and delivers video ads  
MOV & AVI is the preferred format.  
Undertone will repurpose the videos into  
the required formats  
If Undertone is delivering 3rd party  
VAST tag: .mp4, .flv preferred  
1 Media file per VAST tag

### **Max File Size**

20MB Minimum - 500MB maximum

### **Max Video Length**

30s

### **Frame Rate**

Maximum 30fps

### **Bit Rate**

400 kbps

### **Compression**

H.264 / MPEG - 4 AVC

### **Aspect Ratio**

16:9 & 4:3 supported

### **Sound Requirements**

User-initiated only Standard Definition - 4.1 or 4.8kHz  
stereo; High Definition - 48kHz stereo

### **Audio Codec**

Apple ProRes 422 HQ codec preferred (H.264 codec is  
accepted, but bitrate must be at least 50 Mbps) Interlaced  
video is not accepted

### **Video Initiation**

User-initiated on click or video page selection

### **Delivery Method**

VAST

### **3rd Party Tracking? (Y/N)**

Clicks, impression start, first quartile,  
mid quartile, third quartile, completion  
1x1 trackers

### **VAST Support**

VAST version 2.0  
.mp4 or .flv media files supported  
One creative per VAST tag  
Media file minimum dimensions: 480x360 (4:3)  
or 480x270 (16:9)  
Recommended dimensions: 640x360 (16:9)  
or 640x480 (4:3)  
1 media file per VAST placement  
VAST tags not supported for mobile video inventory.

### **Mobile Support**

Undertone must host and deliver the video assets.  
Recommended media file size: 480x360 (4:3) or  
480x270 (16:9)  
Undertone handles file size optimization for best  
performance and user experience across mobile devices.  
3rd party tracking supported: clicks, impression start,  
first quartile, mid quartile, third quartile, completion  
(1x1 trackers)

## Syndicated Player

### **Ad Unit**

Syndicated Player

### **Ad Size**

300x250

### **File Formats**

FLV preferred  
(Undertone can repurpose any hi-res format)

### **Max File Size**

3MB

### **Max Video Length**

30s

### **Frame Rate**

18 fps

### **Bit Rate**

400 kbps

### **Compression**

H.264 / MPEG-4 AVC

### **Aspect Ratio**

16:9 & 4:3 supported

### **Sound Requirements**

Sound must be user-initiated

### **Audio Codec**

Apple ProRes 422 HQ codec preferred (H.264 codec is accepted, but bitrate must be at least 50 Mbps)  
Interlaced video is not accepted

### **Video Initiation**

Auto-play

### **Delivery Method**

VAST

### **3rd Party Tracking? (Y/N)**

Y

### **VAST Support**

VAST tags

### **Mobile Support**

N/A

## Companion Banners

**Ad Unit**

Companion Banners

**Aspect Ratio**

n / a

**Ad Size**

300x250

**Sound Requirements**

n / a

**File Formats**

JPG, GIF, SWF

**Audio Codec**

n / a

**Max File Size**

40K

**Video Initiation**

n / a

**Max Video Length**

n / a

**Delivery Method**

Javascript, iframe, iframe / javascript, standard, HTML accepted

**Frame Rate**

18 fps

**3rd Party Tracking? (Y/N)**

Y

**Bit Rate**

n / a

**VAST Support**

Companions inserted into VAST tag or 3rd party in-page tags if Undertone hosts the video

**Compression**

n / a

**Mobile Support**

N/A