



IAB Canada - Ad Standards + Creative Specs - Universal Ad Package + Rich Media Ad Units

As of January 2012

Creative Unit Name	Initial Dimensions (WxH in pixels) or Aspect Ratio	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Max Additional Initial File Load Size for OBA Self-Reg Compliance (Note 1)	Subsequent Max Polite File Load Size	Subsequent Max User-Initiated File Load Size	Max Animation & Video Frame Rate	Max Animation & Video Length	Audio Initiation	Z-Index Range	Max Percentage of CPU Usage (Note 3)	Minimum Required Controls	Submission Lead-Time	Implementation Notes & Best Practices
CUAP Canadian Universal Ad Package	Leaderboard	728x90	See Rich Media section below for Expandable specifications	40 KB	5 KB	Not allowed for this unit	Not allowed for this unit	24 FPS	30 seconds or less; maximum 3 loops	Must be user-initiated (on click: mute/unmute); default state is muted	0 - 4,999	20%	N/A	Accepted file formats include: .GIF, .JPG, .PNG images, Adobe Flash .SWF, or HTML5 Must provide a standard GIF/JPEG image backup file (40 KB or less; some Publishers may offer 60 KB or less for the 300x600 backup)
	Big Box	300x250												
	Skyscraper	160x600												
	Optional: Half Page	300x600												
Expandable & Rich Media Ads	Expandable Leaderboard	728x90	728x360 (CAN) 728x315 (US)	40 KB	5 KB	100 KB	2.2 MB for creative files	24 FPS	30 seconds or less; unlimited with user interaction	Must be user-initiated (on click: mute/unmute); default state is muted	5,000 - 1,999,999 (for entire ad unit)	30%	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either Click to close/expand or Enable Mouse-Off Retraction Video must include: Play, Pause, Mute (and/or volume control to 0)	Expansion must be user-initiated Provide a call-to-action ("roll over to expand" or "click to expand") for clarity Best practice is to use only one rich media unit per page Must provide a standard GIF/JPEG image backup file (40 KB or less)
	Expandable Big Box	300x250	600x250											
	Expandable Skyscraper	160x600	600x600											
	In-Banner Video (Video within an ad unit)	728x90 300x250 160x600	These units may expand; see Expandable specifications above	40 KB	5 KB	100 KB	2.2 MB for Video file load; unlimited if streaming	24 FPS	30 seconds or less; unlimited with user interaction	Must be user-initiated (on click: mute/unmute); default state is muted	0 - 4,999	30%	Controls = Play, Pause, Mute (and/or Volume control to 0) Note: A close button is not required as the Video resides within the ad unit itself	Minimum 5 business days before campaign start to Publisher, 10 days to Rich Media Vendor Must provide a standard GIF/JPEG image backup file (40 KB or less)
	Catfish	Site width x 60	Expansion not allowed for this unit; see Rising Stars Slider unit for expanding option	40 KB	5 KB	N/A	2.2 MB for Video file load	24 FPS	30 seconds or less; no loop; final frame must contain pertinent information	Must be user-initiated (on click: mute/unmute); default state is muted	0 - 4,999	30%	Control = "Close X" Font = 8pt (11px) - 16pt (21px) Video must include: Play, Pause, Mute (and/or volume control to 0)	Minimum 5 business days before campaign start to Publisher, 10 days to Rich Media Vendor Must provide colour code for the filler sides; Adobe Flash .SWF (Must only be served via 3rd Party Rich Media Vendor)
	Floating OTP (Over the page)	Variable initial dimensions	Expansion not allowed for this unit	80 KB	5 KB	160 KB	2.2 MB for Video file load; unlimited if streaming	24 FPS	10 seconds or less; unlimited with user interaction	Must be user-initiated (on click: mute/unmute); default state is muted	2,000,000 - 2,999,999	30%	Control = "Close X" Font = 8pt (11px) - 16pt (21px) Video must include: Play, Pause, Mute (and/or volume control to 0)	Minimum 5 business days before campaign start to Publisher, 10 days to Rich Media Vendor The ad should close itself after 10 seconds if no interaction takes place Recommended frequency cap of 1 per hour per user
Video Ads	Linear & Non-Linear Video Ads (pre-roll, mid-roll, post-roll, overlay)	4:3 or 16:9	Provide largest resolution available	N/A	5 KB	N/A	Unlimited	Minimum= 24 FPS Maximum= 30 FPS Use source when possible	30 seconds or less; unlimited with user interaction	Always permitted	0 - 4,999	30%	Controls = Play, Pause, Mute (and/or volume control to 0)	Minimum 5 business days before campaign start to Publisher, 10 days to Rich Media Vendor Please read the VAST & VPAID notes in the Glossary tab Check Publisher Database in "Guidelines/Products" section of IABCanada.com for more info



IAB Canada - Ad Standards + Creative Specs - Universal Ad Package + Rich Media Ad Units

IMPORTANT NOTES & CONVENTIONS

Important Notes:

1. See the **Canadian Self-Regulatory Framework For Online Behavioral Advertising (OBA)** at: <http://www.iabcanada.com/pr-news/oba-self-regulatory-framework>
2. "User Initiation" defined: User-initiation is the willful act of a user to engage with an ad. Users may interact by clicking on the ad, and/or rolling over an ad (or a portion of an ad). A roll-over is defined as a willful pause of the user's cursor on the target portion of the creative (the "hot spot"), such pause lasting at least 1-second in duration, before an action may be initiated by the ad (i.e. trigger an expand, etc.). This pause/ delay prevents unwanted user-initiated actions, and false reporting of user engagement.
3. Percentage of CPU usage is based on the Publisher-defined benchmark end user-CPU for its audience. Consult with each Publisher individually for their benchmark number for testing. With Flash, filters and vector art can cause excessive CPU usage.
4. Ad unit content must be clearly distinguishable from normal Web/Mobile site content (i.e. have a distinct border around it, to differentiate itself from the Web/Mobile content).
5. Custom ad units not mentioned here (i.e. wallpapers, microsities, etc.) may be accepted by Publishers but specifications are based on individual Website requirements, and are not standardized by IAB Canada.
6. Publisher implementation note: Rising Star ad units are designed to be the only rich media ad unit displayed on a Webpage. Because of increased file load size, displaying a Rising Star ad unit with any other rich media unit may compromise page-load performance.

Adobe Flash Conventions:

1. All Flash creative must be 24 FPS or lower.
2. Flash Versions 10 and below accepted.
3. Currently, IAB Canada recommends AS2 for Flash creative.
3. STANDARD ADS should be served as WMODE "Opaque".
4. FLOATING ADS should be served as WMODE "Transparent".
5. Do NOT use the stage colour property to set a background, use a graphic object instead.
6. Filters and vector art can cause excessive CPU usage and slow older computers.

HTML5 Conventions:

HTML5 is not yet widely adopted and requires different creative specifications than Flash formatted creative.

Requests were made to call out a separate category of creative specs to accommodate HTML5 ads, but for this release of creative guidelines, it was decided to keep the specs technology neutral.

An addendum for HTML5 for display advertising best practices may be included in future iterations of these guidelines.

Creative/Tag Naming Conventions:

Creative Naming Convention: **Language_Size_Client_Campaign_CreativeVersion.FileType** (Example: *en_300x250_gm_cadillac_c01.swf*)

Ad Tag Naming Convention: **Language_Size_Client_Campaign_TagVersion.FileType** (Example: *en_300x250_gm_cadillac_t01.txt*)

Versioning: The c01 or t01 at the end of either an ad creative or ad tag, stands for "creative version one" or "tag version one." Any time ad creative is revised, the version should be changed to c02, c03, etc., so that Ad Operations can traffic the correct ad.

Date Stamp (Publisher Ad Operations Only): When ad creative has been received from Agency, a date stamp may be added to the end of the creative as follows: **Language_Size_Client_Campaign_c01_YearMonthDay.FileType** (Example: *en_300x250_gm_cadillac_c01_121204.swf*)

Placement Name Conventions:

In an attempt to expedite the process of getting a campaign booked, online, and paid for, IAB Canada recommends a standard way to name placements, on both the Publisher and Agency ad servers (if there is the ability to adjust, as some companies have global naming schemes):

Agency_Client_CampaignName_PublisherName_PlacementDescription_PricingDescription_AdSize_Targeting_CreativeDescription_Language

(Example: *M2_Toyota_Scion_Casale_ROM_CPM_300x250_M18-54_Roadshot_EN*)



IAB Canada - Ad Standards + Creative Specs - Rising Stars Ad Units

As of January 2012

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Max Additional Initial File Load Size for OBA Self-Reg Compliance (Note 1)	Subsequent Max Polite File Load Size	Subsequent Max User-Initiated File Load Size	Max Video & Animation Frame Rate	Animation Length	Audio Initiation	Z-Index Range	Max Percentage of CPU Usage (Note 3)	Minimum Required Controls	Labeling Requirements, Font Size, etc.	Submission Lead-Time	Implementation Notes & Best Practices
Rising Stars Display Ad Units	Filmstrip	300x600 Viewable window in which total ad size of 300x3000 scrolls (5-300x600 segments)	Expansion not allowed for this unit	60 KB	5 KB	110 KB	2.2 MB; unlimited if streaming	24 FPS	30 seconds or less; unlimited with user interaction	Must be user-initiated (on click: mute/un-mute); default state is muted	0 - 4,999	40%	Video must include: Play, Pause, Mute (and/or volume control to 0)	Ad unit content must be clearly distinguishable from normal Webpage content	Minimum 5 business days before campaign start to Publisher, 10 days to Rich Media Vendor Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash, HTML5), provide a standard image file 300x600 px (the dimensions of the viewer window). Example: http://www.iab.net/iab_products_and_industry_services/508676/508767/Ad_Unit/risingstars#2 Style Guide: http://www.iab.net/media/file/IAB_Filmstrip_Style_Guide_v3.pdf Publishers: please see Note 4 below.
	Portrait	300x1050 Divided into THREE distinct modules Refer to style guide link in far right column for more information	Up to 580x460 depending on module Expansion allowed only after user initiation (refer to style guide for details)	80 KB	5 KB	350 KB for creative files	2.2 MB; unlimited if streaming	24 FPS	30 seconds or less; unlimited with user interaction	Must be user-initiated (on click: mute/un-mute); default state is muted	5000 - 1,999,999	40%	Video modules must include: Play, Pause, Mute (and/or volume control to 0) Expanding modules must include "Close X" in expanded mode Other controls dependent on applications used. See style guide for control details, styles and specifications.	Advertisement: width up to 270 px; height 15 px at the top aligned right Logo header: 270x40 px below advertisement label Optional header copy: 270x55 px below logo header Footer copy: 270x50 px at the bottom (15 px margins on right and left sides of entire ad unit) See IAB Portrait Style Guide for additional details	Minimum 5 business days before campaign start to Publisher, 10 days to Rich Media Vendor Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash, HTML5), provide a standard image file. Style Guide: http://www.iab.net/media/file/IAB_300x1050_style_guide_v2.pdf Example: http://www.iab.net/iab_products_and_industry_services/508676/508767/Ad_Unit/risingstars#3 Publishers: see Note 4 below.
	Slider	Width of Publisher page by height of 90px Active ad content centered in 970x90	970x550 behind Slider bar	60 KB	5 KB	110 KB for user-initiated slider content	After slider content initiated: 2.2 MB; unlimited if streaming	24 FPS	30 seconds or less; unlimited with user interaction	Must be user-initiated (on click: mute/un-mute); default state is muted	5000 - 1,999,999 Note: Make sure the z-index of the Slider bar is higher than those of the page and the Slider content	40%	Click or rollover initiates slider content. Must contain "Close X" in expanded slider bar and in slider content. Video in expanded slider content must include: Play, Pause, Mute (and/or volume control to 0)	Ad unit content must be clearly distinguishable from normal Webpage content	Minimum 5 business days before campaign start to Publisher, 10 days to Rich Media Vendor Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash, HTML5), provide a standard 1x1 px image file. Example: http://www.iab.net/iab_products_and_industry_services/508676/508767/Ad_Unit/risingstars#6 Style Guide: http://www.iab.net/media/file/IAB_Slider_Specs_Final.pdf Publishers: see Note 4 below.

*RISING STARS UNITS CONTINUE ON THE NEXT PAGE.

*RISING STARS UNITS CONTINUE ON THE NEXT PAGE.

Rising Stars Display Ad Units	Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Max Additional Initial File Load Size for OBA Self-Reg Compliance (Note 1)	Subsequent Max Polite File Load Size	Subsequent Max User-Initiated File Load Size	Max Video & Animation Frame Rate	Animation Length	Audio Initiation	Z-Index Range	Max Percentage of CPU Usage (Note 3)	Minimum Required Controls	Labeling Requirements, Font Size, etc.	Submission Lead-Time	Implementation Notes & Best Practices
	Billboard	970x250	This ad unit collapses to "Show Ad" text with icon (or 88x31 image), or "Show Ad" text/icon with residual branding in 62x88 px or 196x31 px image See style guide for more details	60 KB	5 KB	1 MB	1.5 MB for creative files 10 MB for non-YouTube served Video 10 MB total for creative & Video combined Streaming not allowed for this unit	24 FPS	30 seconds or less; unlimited with user interaction	Must be user-initiated (on click: mute/un-mute); default state is muted	0 - 4,999	40%	Close X collapses ad 100% when clicked, with "show ad" button available that expands ad upon click Video must include: Play, Pause, Mute (and/or volume control to 0)	Ad unit content must be clearly distinguishable from normal Webpage content	Minimum 5 business days before campaign start to Publisher, 10 days to Rich Media Vendor	Best Practice: Provide a 50 KB backup image while 1 MB polite load is in progress. Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash, HTML5), provide a standard image file. Example: http://www.iab.net/iab_products_and_industry_services/508676/508767/Ad_Unit/risingstars#1 Style Guide: http://www.iab.net/media/file/IAB_Billboard_Style_Guide.pdf Publishers: see Note 4 below.
	Pushdown	970x90	970x415	60 KB	5 KB	110 KB	2.2 MB; unlimited if streaming	24 FPS	30 seconds or less; unlimited with user interaction	Must be user-initiated (on click: mute/un-mute); default state is muted	0 - 4,999	40%	Close button on expanded pushdown, initiated by click Uninitiated expanded panel closes automatically and collapsed ad provides expand button that can be initiated with a click Video must include: Play, Pause, Mute (and/or volume control to 0) Other controls dependent on modules used. See style guide for control details, styles and specifications	Ad unit content must be clearly distinguishable from normal Webpage content and framed within 15 px border width Logo max WxH: 239x68 px or 239x46 with brand copy height = 22 px below logo Logo location: top left (15 px from each edge)	Minimum 5 business days before campaign start to Publisher, 10 days to Rich Media Vendor	Note: Expanding Pushdown ad units "push" page content down rather than expanding over page content. Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash, HTML5), provide a standard image file. Example: http://www.iab.net/iab_products_and_industry_services/508676/508767/Ad_Unit/risingstars#4 Style Guide: http://www.iab.net/media/file/IAB_970x90_style_guide_v2.pdf Publishers: see Note 4 below.
	Sidekick	300x250 300x600 970x250	970x550	60 KB	5 KB	110 KB	2.2 MB; unlimited if streaming	24 FPS	30 seconds or less; unlimited with user interaction	Must be user-initiated (on click: mute/un-mute); default state is muted	5000 - 1,999,999	40%	Close X on expanded Sidekick that closes and returns user to publisher page content User-initiated expand control in the in-page display unit "slides" page content to the left Video must include: Play, Pause, Mute (and/or volume control to 0)	Ad unit content must be clearly distinguishable from normal Webpage content	Minimum 5 business days before campaign start to Publisher, 10 days to Rich Media Vendor	Best Practice: For times when the user's browser does not support creative functionality (i.e. Flash, HTML5), provide a standard 1x1 pixel image file. Example: http://www.iab.net/iab_products_and_industry_services/508676/508767/Ad_Unit/risingstars#5 Style Guide: http://www.iab.net/media/file/IAB_Sidekick_Style_Guide.pdf Publishers: see Note 4 below.

Rising Stars Examples: <http://www.iab.net/risingstars>

Important Notes:

1. See the Canadian Self-Regulatory Framework For Online Behavioral Advertising (OBA) at: <http://www.iabcanada.com/pr-news/oba-self-regulatory-framework>
2. "User-Initiation" defined: User-initiation is the willful act of a user to engage with an ad. Users may interact by clicking on the ad, and/or rolling over an ad (or a portion of an ad). With respect to user-initiation for the purposes of these guidelines, a roll-over is defined as a willful pause of the user's cursor on the target portion of the creative (the "hot spot"), such pause lasting at least 1-second in duration, before an action may be initiated by the ad (i.e. trigger an expand, etc.). This pause/ delay prevents unwanted user-initiated actions, and false reporting of user
3. Percentage of CPU usage is based on the Publisher defined benchmark end user-CPU for its audience. Please consult with each Publisher individually for their benchmark number for testing. With Flash, filters and vector art can cause excessive CPU usage.
4. Publisher implementation note: Rising Star ad units are designed to be the only rich media ad unit displayed on a Webpage. Because of increased file load size, displaying a Rising Star ad unit with any other rich media unit may compromise page-load performance.
5. Custom ad units not mentioned here (i.e. wallpapers, microsites, etc.) may be accepted by Publishers but specifications are based on individual Website requirements, and are not standardized by IAB Canada.



IAB Canada - Ad Standards + Creative Specs - Mobile + Tablet Ad Units

As of January 2012

	Creative Unit Name	Initial Dimensions (WxH in pixels) or Aspect Ratio	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Max Additional Initial File Load Size for OBA Self-Reg Compliance (Note 1)	Subsequent Max Polite File Load Size	Subsequent Max User-Initiated File Load Size	Max Animation & Video Frame Rate	Max Animation & Video Length	Audio Initiation	Z-Index Range	Max Percentage of CPU Usage (Note 3)	Minimum Required Controls	Submission Lead-Time	Implementation Notes & Best Practices
Mobile Phone Universal Ad Package	Universal Mobile Size 1 *	300x50	N/A	15 KB	N/A	N/A	Not allowed for these units	N/A	10 seconds or less	N/A	N/A	N/A	N/A	Minimum 3 business days before campaign start to Publisher	No Flash ads accepted, only HTML5 or GIF/JPEG/PNG
	Universal Mobile Size 2 *	216x36		15 KB											These universal mobile ad units will fit all legacy feature phones and smartphones
	Universal Mobile Size 3 *	168x28		15 KB											Newspaper grid layouts have the option to use: 235x196 (40 KB) 768x90 (100 KB) 1024x90 (100 KB)
	Universal Mobile Size 4 *	320x50		15 KB											
	Universal Mobile Interstitial 1 **	300x250		40 KB											
	Optional: Universal Mobile Interstitial 2 **	320x480		40 KB											
Mobile Phone High Resolution	High Resolution Smartphone Size 1 **	480x80	N/A	40 KB	N/A	N/A	Not allowed for these units	N/A	10 seconds or less	N/A	N/A	N/A	N/A	Minimum 3 business days before campaign start to Publisher	To fit 480x800 resolution (e.g. most HTC, Samsung)
	High Resolution Smartphone Size 2 **	600x90		40 KB											To fit 960x640 resolution (e.g. iPhone 4+, Atrix, etc.)
	High Resolution Smartphone Interstitial 1 **	480x800		100 KB											To fit 480x800 resolution (e.g. most HTC, Samsung)
	High Resolution Smartphone Interstitial 2 **	960x640		100 KB											To fit 960x640 resolution (e.g. iPhone 4+, Atrix, etc.)
Tablet Ad Units	Tablet Mini-Leaderboard	600x90	N/A	40 KB	5 KB	Not allowed for these units	Not allowed for these units	N/A	10 seconds or less	N/A	N/A	N/A	N/A	Minimum 3 business days before campaign start to Publisher	No Flash ads accepted, only HTML5 or GIF/JPEG/PNG
	Tablet Leaderboard	728x90		40 KB											All Tablet units are high resolution. Please reference the IAB U.S. Tablet Buyer's Guide for more information.
	Tablet Big Box	300x250		40 KB											To fit 1024x768 resolution (e.g. iPad, iPad2)
	Tablet Interstitial 1	1024x768		150 KB											To fit 1024x600 resolution (e.g. BlackBerry, Samsung)
	Optional: Tablet Interstitial 2	1024x600		150 KB											
Mobile & Tablet Pre-Roll Video	Mobile & Tablet Pre-Roll Video (Pre-roll is placed within these guidelines for consideration only; Publishers may have their own specifications)	4:3 or 16:9	Provide largest resolution available	N/A	N/A	N/A	2.2 MB for Video file load (confirm with Publisher as some may only offer up to 1 MB file load)	Minimum= 24 FPS Maximum= 30 FPS (use source when possible)	30 seconds, 15 seconds, or less; unlimited with user interaction	Always permitted	N/A	N/A	Controls = Play, Pause, Mute (and/or volume control to 0)	Minimum 5 business days before campaign start to Publisher	Uncompressed QuickTime MOV or MOV encoded with h.264 codec; 400 kbps constant Some Publishers will run mobile video ads using VAST/VPaid. See the Glossary tab for more info.

* indicates MMA-developed, ** indicates IAB Canada-developed Mobile ad size.

Important Notes:

1. See the Canadian Self-Regulatory Framework For Online Behavioral Advertising (OBA) at: <http://www.iabcanada.com/pr-news/oba-self-regulatory-framework>
2. "User-initiation" defined: User-initiation is the willful act of a user to engage with an ad.
3. Ad unit content must be clearly distinguishable from normal Web/Mobile site content (i.e. have a distinct border to differentiate itself from the Web/Mobile content).
4. Mobile Phone & Tablet Specific: For a seamless user experience, please ensure your landing pages are Mobile ready. Do not link to Flash-based Websites. Instead use HTML5, CSS, WebKit or alternate tools.

5. IAB US Tablet Buyers Guide can be found here: <http://www.iab.net/media/file/IABTabletBuyersGuide.pdf>



IAB Canada Z-Index Guidelines

Z-Index Range	Content Type	Details
< 0	Background Elements	Not to exceed -2147483648
0 - 4,999	Main Content, Standard Ads	Standard ad tags in place with regular content; includes OBA Self-Regulation icon
5,000 - 1,999,999	Expanding Advertising	The entire expandable ad unit should be set within this range
2,000,000 - 2,999,999	Floating Advertising	Floating Over The Page ads (OTP's)
3,000,000 - 3,999,999	Pop-up Elements	Chat windows, message notifications
4,000,000 - 4,999,999	Non-anchored Floating Elements	Survey recruitment panels
5,000,000 - 5,999,999	Expanding Site Navigation Elements	Dropdown navigation, site warnings, etc.
6,000,000+	Full-page Overlays	Full-window Over-the-Page (OTP) ads and Between-the-Page (Interstitial) ads IF they cover page content

IAB Canada developed these Z-Index settings to assist in Website development, in order to eliminate conflicts between graphic and ad elements on Webpages.



IAB Canada Glossary of Terms

Term	Definition
Animation	A programmatically generated display of sequential images, creating the illusion that objects in the image are moving. Not digital Video, as it relates to this document (see below for digital Video).
Audio	The audible file that accompanies ads. Advertising audio should never play without user-initiation.
Banner	Also known as “Display ads”, banner advertisements are a form of graphical ads embedded into a Webpage, typically including a combination of static/animated images, text and/or Video, designed to convey a marketing message and/or cause the user to take an action. Banner dimensions are typically defined by width and height, represented in pixels.
Billboard	An IAB Rising Stars ad unit template designed with options for rich interactivity to display prominently inline with Publishers’ Webpage content, but with a close button that collapses the ad completely if a user isn’t interested in the content displayed in the ad unit. See: http://www.iab.net/risingstars
Byte	A unit of digital information in computing and telecommunications that most commonly consists of eight bits. Historically, a byte was the number of bits used to encode a single character of text in a computer and for this reason it is the basic addressable element in many computer architectures.
Campaign	The advertising period in which a given marketing strategy is to be executed.
Catfish	An ad that expands to the width of a Publisher's Website with the height of 90 pixels. It sticks to the bottom of the page and does not expand. See Rising Stars Slider for an expandable version of this type of ad.
Click	An interaction between a Website visitor and the browser in which the Website visitor uses a device, such as a mouse, to move the cursor (or pointer) to an active area on the screen and then deliberately interacts with that area by clicking a button on their device, triggering an event. In the case of touch-screen devices, the user “clicks” by touching the active area with their finger or a stylus.
Close X	A creative control that enables a user to close an ad (remove it from view), or to reduce an expanded panel back to its original size.
Collapse	An event where the expanded panel of an expandable ad reduces to its original size, or disappears completely.
Controls	Active elements of an ad that enable a user to control the advertising experience. Examples of common controls include the “Close X” button in an expandable ad or the Play/Pause/Mute buttons in a Video player.
CPU	CPU is an acronym for Central Processing Unit, the key component of a computer system, which contains the circuitry necessary to interpret and execute program instructions.
CPU Usage %	A guideline for the amount of central processing power used to display advertising content compared to what’s available on an individual’s computer. CPU usage percentage can be measured directly, during the execution of an Online ad. In addition to file size, the complexity of drawings, gradients, slow moving animations and detailed moving elements can affect the number of calculations the CPU must make for each frame.
CPU Spike	A brief jump in central processing power, sustained for no more than X seconds, experienced while “heavy” content is loaded/executed.
Creative	An advertising unit created by an ad designer, in accordance with Publisher specifications and guidelines, for the purpose of communicating a marketing message to that Publisher’s audience. One creative may consist of multiple files in various formats, such as standard images, animation, Video, execution files (.html, .js, etc.), and other files that work together for an interactive experience.
Creative Dimensions	Measured in pixels, the width and height of an ad unit (WxH). The width is always the first dimension listed, followed by the height dimension (i.e. an ad that is 350x200 is 350 pixels wide by 200 pixels high).

Cursor	The graphical representation of a “pointer” on a user screen, controlled by the user’s interaction with controlling devices such as a mouse, mouse pad, stylus or other input hardware.
Expandable Ads	Rich Media ads that can be enlarged to dimensions beyond the initial dimensions of the placement they fill on the Webpage. The user initiates expanding events, sometimes after the ad initially expands briefly on its own to catch the user’s attention.
Expanded Dimensions	The secondary dimension of an expanding ad unit, after the ad is expanded(E.g. 728x360). Initial dimensions are fit to the dimension of the placement (E.g. 728 x 90). Then, either by auto-play or by user interaction, the ad unit expands to its secondary dimension.
Filmstrip	An IAB Rising Stars ad unit template that is 350x3000 pixels, divided into five 350x600 pixel segments that scroll by user interaction through a 350x600 pixel placement “window.” See: http://www.iab.net/risingstars
Flash	Software developed by Adobe used to build, generate, and play animated files. Also used to define the creative files generated by the program.
FPS	FPS is an acronym for Frames Per Second, the metric used to indicate the frame rate of animated or Video creative content.
Frame Rate	The rate at which Video frames or animated images display as the Video or animated file executes, measured as the number of frames per second (fps).
GPU	GPU is an acronym for Graphics Processing Unit. In modern computers, the GPU handles graphical processing, decreasing the processing burden handled by the CPU.
Hot Spot	A “hot spot” is an area of an ad unit, which when rolled-over/rolled-on by the user’s cursor, such rollover triggers an event (i.e. expand ad). The trigger event should not occur unless the user’s cursor rests in the hotspot zone for at least 1-second. Hotspots should never initiate audio (audio should only be initiated by a click). When hotspots are used, the trigger event should stop immediately upon the user’s cursor leaving the hotspot zone (i.e. ad collapses), and the ad unit should return to its original state.
In-Banner Video	A Video delivered as part of (inside of) the display ad creative for a given placement rather than initiating the use of a Video player.
Initial Dimension	The original width and height (in pixels) ((E.g. 728x90) of an expanding ad, typically matched to the placement dimensions. Expanding ads are designed to expand to a dimension larger than the initial dimension (E.g. 728x360).
Initial File Load	The size of the creative file(s) for an ad, measured in KB or MB, that load along with (inline with) the Webpage files that load when a user first initiates a page load. The initial file load size of an ad is limited in order to preserve the page load performance and thus the user’s web browsing experience.
Interstitial	A full page ad that is shown between pages online, or within an application on a mobile device.
Kilobyte (KB)	A multiple of the unit ‘byte’ for digital information, used to quantify computer memory or storage capacity equal to a 1,000 bytes (or technically, $2^{10} = 1,024$ bytes). For the purposes of this document, this measure relates to creative file size. (See definition for Byte)
Megabyte (MB)	A multiple of the unit ‘byte’ for digital information, used to quantify computer memory or storage capacity equal to 1,000 kilobytes (or technically, $2^{20} = 1,048,576$ bytes). For the purposes of this document, this measure relates to creative file size. (See definition for Byte)
Mouse-off	The act of a user moving the cursor away (off) from the hot spot of an ad. Mouse-off by a user may trigger an event, such as collapsing an expanding panel or stopping any animation in progress.
Mouse-over	The act of a user moving the cursor and resting it on the hot spot of an ad for at least one second. Mouse-over may trigger an event such as expanding the ad or initiating an animated sequence within the ad. Mouse-over may NOT initiate audio play.

OBA	Acronym for Online Behavioral Advertising. The collection of data from a particular computer or device regarding Web viewing behaviors over time and across non-affiliate Websites for the purpose of using such data to predict user preferences or interests to deliver advertising to that computer or device based on the preferences or interests inferred from such Web viewing behaviors. Online Behavioral Advertising does not include the activities of First Parties, Ad Delivery or Ad Reporting, or contextual advertising (i.e. advertising based on the content of the Web page being visited, a consumer's current visit to a Web page, or a search query).
OBA Self-Regulation	Developed by leading industry associations to apply consumer-friendly standards to Online Behavioral Advertising across the Internet. In the US, the Self-Regulatory Program consists of four Principles that correspond with the "Self-Regulatory Principles for Online Behavioral Advertising" proposed by the Federal Trade Commission in February 2009, and also addresses public education and industry accountability issues. In Canada, IAB Canada will be administering the CDN version of the OBA programme in 2012. To read more about the framework, see: http://www.iabcanada.com/blog/oba-self-regulatory-framework
Overlay	An ad unit that displays over the Webpage content briefly when initiated.
Pause	A Video, animation or audio control that enables users to stop the Video, animation, or audio from playing until the user is ready to resume play.
Pixel (as a unit of measure)	The smallest unit of measure for graphical elements in digital imagery and used as the standard unit of measure for ad creative (i.e. 350x200 pixels). Pixels may also represent x/y coordinates relevant to a given space, such as the browser window, an application workspace or the user's computer screen. (See also "Tracking Pixel")
Play	A Video, animation or audio control that enables a user to initiate (or avoid initiating) the Video, animation or audio of an ad.
Polite file load	Withholding a portion of the total ad creative file size (besides any initial file load size) from loading on a page until Publisher content has loaded.
Pop-up Ad	Any advertising experience where visiting a Website in an initial browser window initiates a secondary browser window to deliver an ad impression directly above the initial browser window.
Portrait	An IAB Rising Star ad unit template that uses up to three interactive modules chosen (by the ad designer) from a variety of modular application options in a 350x1050 pixel space. See: http://www.iab.net/risingstars
Progress Bar	A Video or animation control that shows users the progression of the Video or animation in relation to its total duration.
Progressive Load Video	A distribution method for serving Video files in which the Video file downloads progressively into the cache of a user's computer, much the same way images and other content elements are downloaded.
Pushdown	An IAB Rising Stars ad unit template designed for rich interaction in a space similar to, but larger than, an expanding leaderboard, with initial dimensions of 970x90 pixels and expanded dimensions of 970x415 pixels.
Retraction	An event programmed into an expandable ad that causes the ad to be reduced to its original dimensions (i.e. the expanded portion of the ad retracts).
Rising Stars Display Ad Units	IAB US invited companies and individuals to submit ad templates designed to drive brand equity. Six templates were chosen to be validated by the market. Rising Star Display Ad Units are designed to be the only ad on a page. Their file load limits are larger than for other ads, so not only would a Rising Star Ad Unit overshadow any other ads on the page but they would also compromise the performance of the page should other ads be allowed to load simultaneously. IAB Canada supports and wishes to promote these new ad units. See: http://www.iab.net/risingstars
Rollover	The willful pause of the user's cursor on the target portion of the creative (the "hot spot"), such pause lasting at least one second in duration, before an action may be initiated by the ad (i.e. trigger an expand event, etc.). This one-second pause/delay requirement prevents unwanted, user-initiated actions and false reporting of user engagement.
Sidekick	An IAB Rising Stars ad unit template initially displayed as one of three standard ad unit dimensions, but upon user initiation, "pushes" publisher content to the left to display a canvas of up to 970x550 pixels full of rich interaction. See: http://www.iab.net/risingstars

Slider	An IAB Rising Star Ad Unit template designed with an overlay “slider” (90 pixels high) that rests at the bottom of a Publisher’s page and when prompted by user interaction, slides page content to the left for a canvas of 970x550 pixels full of rich interaction possibilities for user engagement. See: http://www.iab.net/risingstars
Standard Ad Units	A set of ad specifications for standard image or animated in-page ad units that establish a framework for advertising inventory and Webpage design.
Streaming Video	A distribution method for serving Video files such that the Video is played over a persistent connection between the browser and the ad server. Versions of the file at different levels of compression (quality) can be served based on detection of the user’s Internet bandwidth.
Submission Lead Time	The number of business days (non-weekend/non-holiday days) prior to a campaign going live in which a Publisher needs to validate/troubleshoot Advertiser submitted creative(s) for a campaign.
SWF	Acronym for Shockwave Flash. “.swf” is the file naming extension used for animated files compiled using Adobe Flash software.
Tracking Pixel	A 1x1 pixel-sized transparent image that provides information about an ad’s placement. In many cases, a tracking pixel is used to notify an ad tracking system that either an ad has been served (or not served, in some cases) or that a specific Webpage has been accessed. Also known as: beacon, web beacon, action tag, redirect, etc.
Universal Ad Package (UAP)	A set of four ad units (728x90, 300x250, 160x600 and 180x150 pixels) offered by UAP-compliant publishers as a 'package' where ads in in these four formats are used collectively across the publisher’s site, enabling advertisers to reach more of the publisher’s audience. CUAP stands for Canadian Universal Ad Package.
User	An anonymous person who uses a Web browser to access Internet Web content.
User-Initiation	The willful act of a user to engage with an ad. Users may interact by clicking on the ad, and/or rolling over an ad (or a portion of an ad). When a user engages the ad using a rollover action, the user’s cursor must rest on the hotspot for at least one second before any action may be initiated in the ad. See the definition for rollover for more information.
VAST	The IAB Video Ad-Serving Template (VAST) enables a seamless exchange of Video ads across multiple Video player platforms by using a common format for Video ad responses. It enables Publishers to accept ads from multiple Advertisers, and allows Advertisers to use the same ad across multiple Publishers. VAST ads can be delivered to any VAST-compliant player without compatibility concerns. See: http://www.iab.net/vast
VPAID	The Video Ad API Definition (VPAID) standardizes communication between Video players and in-stream Video ads. Working in concert with VAST, VPAID allows Video players and in-stream Video ads to remain in sync. VPAID offers Advertisers more control over rich interactive Video behavior. See: http://www.iab.net/vpaid
Video or Digital Video	In Online advertising, the digital recording of a physical event or animated files that have been transcribed into a digital Video format.
Volume	A control that enables users to adjust the audio output of ad creative. Volume controls should always allow adjustment down to zero (0) output.
Z-index	Enumerated layers of elements and content on a Publisher’s Webpage. Consideration of the Z-element in page content design such as navigation, imagery, and ads is important for providing a seamless experience when page content overlaps. (i.e. an expanding ad with a Z-index that is less than navigational elements may give the appearance that page navigational elements are showing through the expanded portions of the ad.)