

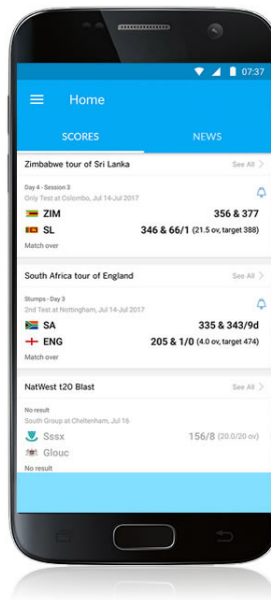
Cricinfo App Ad Formats

# STICKY BANNER

## Overview

The Sticky Banner is a leaderboard-style advertisement that does not scroll with content, thereby “sticking” to the bottom of the screen and can appear throughout the Cricinfo app.

- Serves to Android users only.
- Third-party creative must be MRAID 2.0 compliant.
- High-resolution assets are highly encouraged for all Cricinfo app placements.



## Availability

**Cricinfo**

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## Technical Specifications

FORMAT	STICKY BANNER
DIMENSIONS	320x50 (standard) 640x100 (2x density)*
FILE WEIGHT	< 50k (standard) < 100k (2x density)*
FILE TYPE	PNG, JPG, GIF, HTML5
3P SERVING	Yes
3P TRACKING	Yes
VIDEO	Not accepted

\* Double density creative are highly recommended for all mobile creative to provide image clarity on high-resolution screens.

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## HTML5 Requirements

- HTML5 creative may be first-party served or third-party served from an approved third-party vendor.
- HTML5 creative **served first-party** must adhere to the following:
  - Must use a single click-through URL.
  - Cannot include in-banner video or interactive features such as photo galleries or mouse-over effects.
  - File references in the HTML5 code must use relative file paths.
  - Assets must be submitted as .zip folders containing all applicable files—one .zip folder per creative.
  - HTML5 creative must be “plug and play”—assets must be delivered in a state in which the main HTML5 file can be opened and function correctly. HTML5 creative which is not in a functioning state will be rejected.
- HTML5 creative served via an approved third-party must be delivered via javascript or iframe tag. Raw files will not be accepted.
- The file weight listed above applies to all HTML5 files and assets including images, HTML/JS/CSS files, custom fonts, or other assets.
- HTML5 creative requires a minimum lead time of five business days for testing and approval.

## Ad Format Guidelines

### Animation/Ad Behavior

- Total animation time may not exceed 20 seconds.
- No more than three loops of animation are allowed within the 20s limit.
- Expanding creative are not supported.

### Video

- Video is not allowed within the Sticky Banner space. If linking to video content, playback will occur in the device’s native player.

### Capping

- No capping restrictions.

### Third-Party Tag

- Creative tags must be provided by an approved vendor.

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## Ad Format Guidelines

*Continued*

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|----------------------------|---|
| <b>Submission Deadline</b> | <ul style="list-style-type: none"><li>• Please allow five business days for testing and approval.</li></ul>   |
| <b>HTTPS Compatibility</b> | <ul style="list-style-type: none"><li>• All creative, including third-party tags and third-party tracking tags, must use secure protocol (HTTPS).</li><li>• Any creative that is not fully secure will be sent back for revisions.</li></ul>  |
| <b>General Information</b> | <ul style="list-style-type: none"><li>• This ad unit is available for the Cricinfo app only.</li><li>• The company reserves the right of final approval on all creative assets.</li><li>• The advertising content must be clearly identifiable as an advertisement.</li><li>• Ad units must have a linking URL that resolves to an active page.</li><li>• All clickthroughs must open a new window.</li><li>• Placeholder or non-final ad content will not be considered as “proxies” for final creative.</li></ul> |