Standard Ad Formats

MPU / MREC

Overview

The Mid-Page Unit (MPU)/Medium Rectangle (MREC) is a standard 300x250 rectangular ad unit that appears further down the page alongside content. This unit may sometimes also be referred to as a Rectangle or InContent.

- The ad space may contain video (3P served), HTML5 animation, and static images.
- The MPU/MREC will serve at all breakpoints with the exception of the Medium profile.

Availability

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Technical Specifications

PROFILE	XL	L	M	S
DIMENSIONS	300x250	300x250	N/A	300x250 (standard) 600x500 (2x density)*
FILE WEIGHT	< 200K	< 200K	—	< 200k (standard) < 300k (2x density)*
FILE TYPE	PNG, JPG, GIF, HTML5	PNG, JPG, GIF, HTML5	—	PNG, JPG, GIF, HTML5
3P SERVING	Yes	Yes	—	Yes
3P TRACKING	Yes	Yes	—	Yes
VIDEO (OPTIONAL)	**Auto-Start:** Muted; Must use polite download; 30s max; <1.1MB **User-Initiated:** <10MB; no duration limit	**Auto-Start:** Muted; Must use polite download; 30s max; <1.1MB **User-Initiated:** <10MB; no duration limit	—	**Auto-Start:** No video allowed **User-Initiated:** <5MB; no duration limit

* 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.
Capping	• No capping restrictions.
Third-Party Tag	• Creative tags must be provided by an approved vendor.
Submission Deadline	• Minimum of five business days for testing and review.

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Ad Format Guidelines *Continued*

Video (optional)
- Creative with in-banner video must be third-party served.
- Auto-play video must utilize a polite download and must not exceed 30 seconds and 1.1MB for applicable sizes.
- Auto-play video cannot be served via YouTube player.
- User-initiated video must not exceed 10MB.
- Video files must include "Play", "Pause", and "Mute" functions at minimum.
- Audio must be user-initiated only on click.

HTTPS Compatibility
- All creative, including third-party tags and third-party tracking tags, must use secure protocol (HTTPS).
- Any creative that is not fully secure will be sent back for revisions.

General Information
- Creative must have a clearly defined border. Advertisements that are mostly white or lightly colored must include a visible black or dark-colored 1px border.
- Ad profiles cannot be sold on an individual basis. Creative must be submitted for each profile outlined above.
- The MPU/MREC S will be visible to users with a screen resolution less than or equal to 767px wide. However, this unit will only be served depending on the page layout and not all pages on Small profile will include this ad size.
- Due to limitations in screen size and layout, the MPU/MREC is not served to the Medium profile (screen resolution between 1023px and 768px wide).
- The company reserves the right of final approval on all creative assets.
- The advertising content must be clearly identifiable as an advertisement.
- Ad units must have a linking URL that resolves to an active page.
- All clickthroughs must open a new window.
- Placeholder or non-final ad content will not be considered as "proxies" for final creative.

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