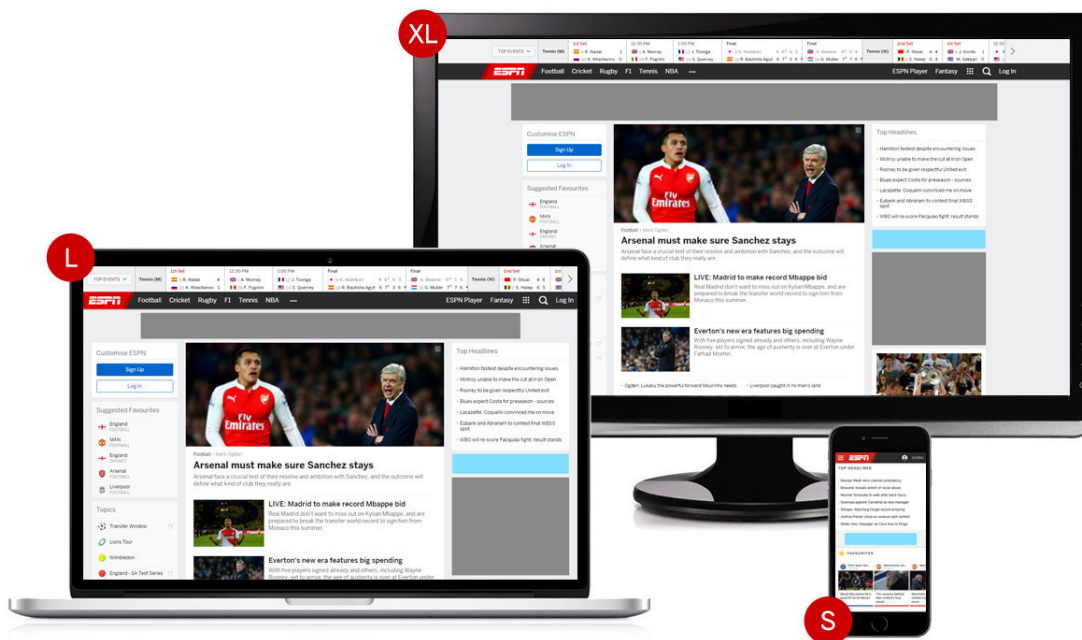Premium Ad Formats

PARTNER MODULE

Overview

The Partner Module is a Premium ad unit that places a special callout banner in the rightmost page column.

- Highlight special sponsorship.
- Does not serve to M screen sizes.

Availability

Premium Ad Formats

PARTNER MODULE

Technical Specifications

PROFILE	XL	L	M	S
DIMENSIONS	298x50	298x50	N/A	298x50
FILE WEIGHT	< 40K	< 40K	—	< 40K
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	Not accepted	Not accepted	—	Not accepted

Premium Ad Formats

PARTNER MODULE

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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PARTNER MODULE

Ad Format Guidelines *Continued*

Video	• Video is not allowed within the Partner Module.
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	• The size of the Partner Module will be consistent across all available screen profiles. Placement of the creative may change depending on screen profile and page layout. It does not serve to M screen profiles. • 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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