



Creative Submissions Guidelines

Submissions:

Accepted Formats:

- Standard image formats (GIF, JPG, PNG)
- Rich Media – JavaScript, Flash (SWF), HTML
- Text
- Video (SWF)

Advercore Accepted Ad Units (individual networks may support a subset):

- 728x90
- 160x600
- 300x250
- 468x60
- 120x600
- 120x60
- 120x90
- 336x280
- 234x60
- 125x125
- 175x80
- 150x80
- 120x240
- 180x150
- 250x250
- 160x300
- 160x160
- 88x31
- 617x210
- 400x300
- 720x300

Specifications:

- Advercore hosted files may not exceed 100K. No limit on creative hosted elsewhere.
- JPG/GIF should not exceed 20k
- Audio must be User Initiated
- Animation length may not exceed 15 seconds
- Animation may loop up to 3 times
- Click tag must be associated to its own button.
- Button needs to also be the full size of the image.
- Flash files must open in a new browser
- Flash files can only have 1 click through link
- If providing SWF assets to Advercore, the click tag action script should be as follows:

```
on (release) {  
    getURL(clickTAG, "_blank");  
}
```

* Click tag is case sensitive



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Procedures:

- All 3rd party tags must be sent in a notepad document
- All creative components must be tested and approved by Advercore.
- All creative submissions must be accompanied with a click-through URL.
- Static images must be sent in a zip file
- The redirect/landing page must be live at least **24 hours** before the start of the campaign

Submission Deadlines:

Creative Type	Recipient	Days prior to campaign start
All Rich Media	Advercore Account Manager	3 days before start
Roadblocks and Sponsorships	Advercore Account Manager	4 days before start
Flash campaigns in which Advercore serves the assets	Advercore Account Manager	5 days before start

Creative Implementation Capabilities:

Targeting:

- Geographic location
- Day part
- Browser
- Operating system
- Retargeting
- Connection Speed

Frequency Capping:

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 14, 16, 18, 20, 30, 40, or 50 per

- 24-hours
- 48 hours
- week
- month



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3rd Party Procedures:

Ad Tags:

Advercore has both click-tracking and cache-busting capabilities, and requires that both tokens are inserted into all creative that runs on our server. Advercore currently accepts tags from the following third party sources based on our ability to insert click-tracking and cache-busting tokens. Advercore can not guarantee tracking capabilities for tags from sources outside of this list. If tags are sourced differently, please specify where we should implement our click tracking and cache-busting tokens.

- Eyeblander
- Eyewonder
- Pointroll
- Brightroll
- DART
- Zedo
- Ad Shuffle
- Ad Tech
- Atlas
- Motif
- Unicast
- Bluestreak
- MediaPlex
- Specific Media
- Tribal Fusion
- True Effect
- Open Ads

Billing:

Advercore allows billing based on third party numbers, but login information must be provided **2 days** before the start of the campaign.