DUJOUR

DIGITAL
ADVERTISING SPECS

CONTENTS

MATERIALS CONTACT:
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OVERVIEW

STANDARD SPECIFICATION

These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)
• Doubleclick For Publishers (DFP) is used to serve all DuJour Media's advertisements
• There is a minimum of 24 hour turn around time for all IOs and creative changes and 3 business days for Rich Media
• All ad units must launch a new browser window when clicked on
• Audio needs be user initiated with a clearly recognizable on/off button

HTML5 CREATIVE SPECIFICATIONS

• HTML5 creatives should be delivered as either a standalone HTML5 file with all assets hosted by the advertiser, or an
HTML5 zipped bundle
• If you are using Google Web Designer to create your ad, be sure to select "DoubleClick" as the environment
• Set creative dimensions in your HTML file with the size meta tag:
 <meta name="ad.size" content="width=[x],height=[y]">.
• All HTML5 creative must use click tags to define click-through URLs for each exit on the creative. Hardcoded click
URLs will prevent DFP from being able to track and report on clicks.
Here's an example of a click tag inserted into an HTML document:
 <html>
 <head>
 <meta name="ad.size" content="width=300,height=250">
 <script type="text/javascript">
 var clickTag = "http://www.google.com"; </script>
 </head>
 [The rest of your creative code goes here.] </html>
Your creative must use the click tag variable as the click-through URL:

 <img src="images/dclk.png" border=0>

THIRD PARTY SPECIFICATION

• Third party tags should be served via JavaScript ad calls, not Iframes
• Audio needs be user initiated with a clearly recognizable on/off button
• All floating ad units should have a clearly recognizable close button
• Max initial load file size should not exceed 30k
• Additional polite download should not exceed 80k

APPROVED THIRD PARTY VENDORS

• 24/7 Real Media
• Atlas
• Doubleclick for Advertisers (Internal Redirect tags preferred whenever possible)
• Flashtalking
• Pointroll
• Sizmek
• Spongecell
• Vizu

STANDARD DISPLAY ADS

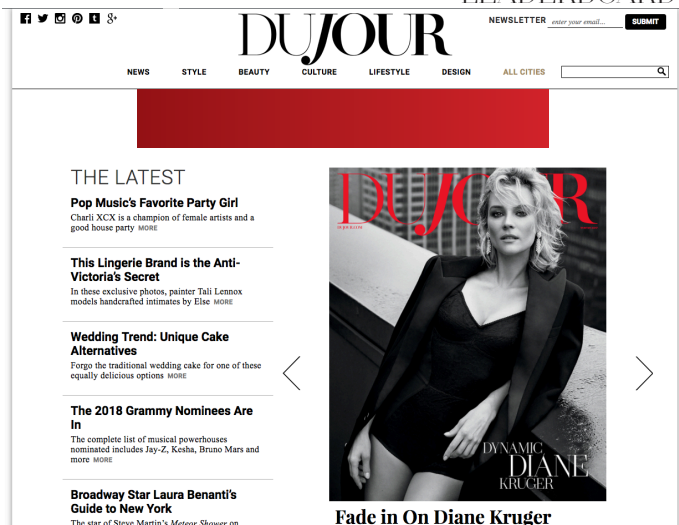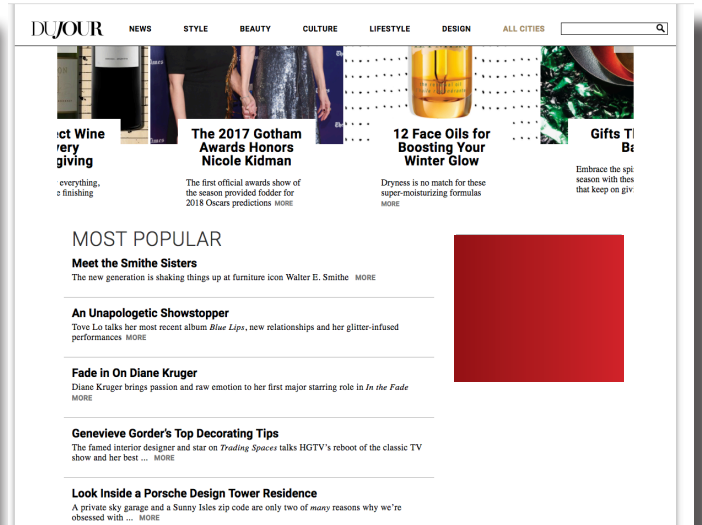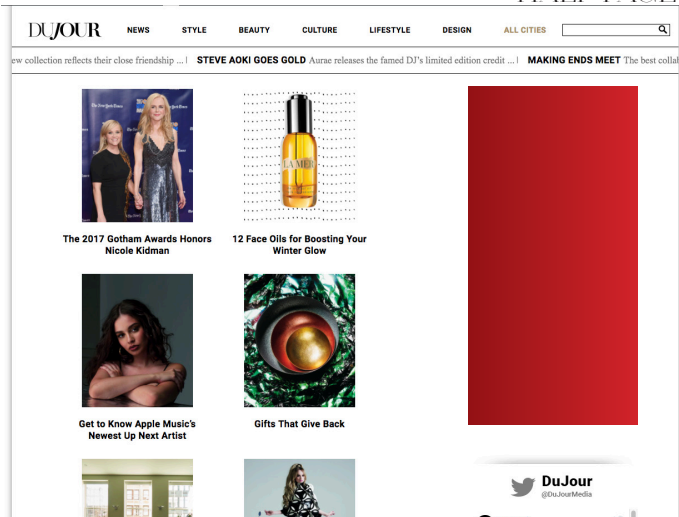|	
Dimensions:	Leaderboard — 728x90
	Medium Rectangle — 300x250
	Half Page — 300x600
	Mobile Leaderboard — 320x50
File Type:	jpg, gif, HTML
Max Initial File Size:	200KB
Third Party Serving:	Creative Tag or Tracking Tags
Animation Length:	15 Seconds
Looping Frame:	3 Loops
Frame Rate:	18 FPS

LEADERBOARD

MEDIUM RECTANGLE

HALF PAGE

MOBILE LEADERBOARD
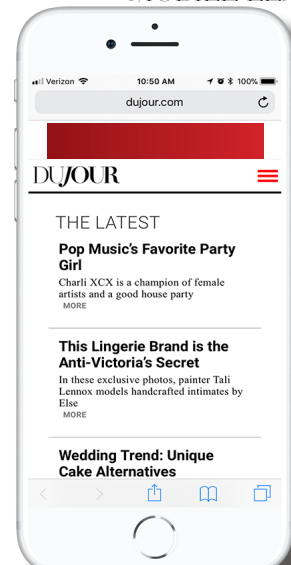
STANDARD DISPLAY ADS

Dimensions:	Leaderboard — 970x250, 970x90
File Type:	jpg, gif, HTML
Max Initial File Size:	200KB
Third Party Serving:	Creative Tag or Tracking Tags
Animation Length:	15 Seconds
Looping Frame:	3 Loops
Frame Rate:	18 FPS

970x250

970x90