

Digital Advertising Standards and Creative Specifications



Ad Placements name	Dimension	Ad size GAM	Maximum Dimensions (expanded state)	File type	Initial file load	Polite File Load Size - Max. Animation & Video Length	In-Unit Video (video plays within an ad unit)	Image files or Tags
Bigbox	300x250	300x250	600x250 (left) with iframe buster	Image: PNG, JPG or GIF HTML5	< 80 Ko < 150 Ko	2,2 Mo 30 sec. or less; unlimited with interaction. HTML5 creatives with in-unit video are only accepted through approved third party tags ad server.	Available - See video specs below	Image file or tag
Filmstrip	300x600	300x600	600x600 (left) with iframe buster	Image: PNG, JPG or GIF HTML5	< 100 Ko < 150 Ko	2,2 Mo 30 sec. or less; unlimited with interaction. HTML5 creatives with in-unit video are only accepted through approved third party tag ad server.	Available - See video specs below	Image file or tag
Tile	300x100	300x100	N/A	Image: PNG, JPG or GIF HTML5	< 40 Ko < 100 Ko	S/O	S/O	Image file or tag
Leaderboard	728x90	728x90	728x360 (bottom) with iframe buster	Image: PNG, JPG or GIF HTML5	< 80 Ko < 150 Ko	2,2 Mo 30 sec. or less; unlimited with interaction. HTML5 creatives with in-unit video are only accepted through approved third party tags ad server.	S/O	Image file or tag
Mobile banner	320x50	320x50	N/A	Image: PNG, JPG or GIF HTML5	< 50 Ko	S/O	S/O	Image file or tag
Billboard Video	970x250	970x250	N/A	Image: PNG, JPG or GIF HTML5	< 200 Ko	1 Mo 30 sec. or less; unlimited with interaction	Available - See video specs below	Image file or tag
Responsive Billboard (RBB)	1260x350 900x250 600x400	1260x350	N/A	Image: PNG or JPG	< 250 Ko < 200 Ko < 80 Ko	30 sec. or less; unlimited with interaction	Available - See video specs below	Image file
Responsive Billboard Parallax (RBB Parallax)	Images overlay : 1260x350, 900x250, 600x400 Background image: 1920x1080	1260x350	N/A	Images: PNG transparent Background image: PNG, JPG or GIF	< 250 Ko < 200 Ko < 80 Ko < 1 Mo	30 sec. or less; unlimited with interaction	Available - See video specs below	Image file
Reponsive Header (only on rpmweb.ca)	Images: 1400x250 1000x200 600x130	5x5	N/A	Images: JPG ou PNG Image de pattern: PNG, JPG or GIF	< 250 Ko < 200 Ko < 80 Ko < 80 Ko	S/O	S/O	Image file
Lightbox	300x280 Bigbox: 300x250 Interstitial: 768x768	300x280	N/A	Bigbox: PNG, JPG or GIF Interstitial: PNG, JPG or GIF	< 80 Ko < 200 ko	30 sec. or less; unlimited with interaction	Available - See video specs below	Image file
Catfish	1000x90 728x90 (450x90 on 255Stanley)	2x2	N/A	Image: PNG, JPG or GIF HTML5	< 80 Ko < 100 Ko	S/O	S/O	Image file or tags
In-Video Banner	728x90	3x3	N/A	Image: PNG, JPG or GIF	< 80 Ko	S/O	S/O	Image file
Wallpaper (skin)		4x4	N/A	Image: PNG, JPG or GIF	< 250 ko	S/O	S/O	Image file
Video Pause Overlay	640X720	6x6	N/A	Image: PNG, JPG	< 150 ko	S/O	S/O	Image file
Outstream video	S/O		N/A	S/O	S/O	S/O	See video specs below	Video
Pre-roll	S/O	640x480v	N/A	S/O	S/O	S/O	See video specs below	Video

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Features	
Video and Animation	Unlimited as long as it ends after 30 on the call-to-action frame.
Audio	User-initiated (on click: mute/un-mute); default is mute If audio, Play, Pause, Mute (and/or Volume control to 0).

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Video Encoding Services Ad Specifications				
Name	Lenght	Aspect Ratio	Video specs	Audio specs
Pre-roll / Mid-roll	<= 15 sec.	16:9 Recommended (>= 1280 x 720px)	.mov, .mp4, .m4v	AAC
	<= 30 sec.		H.264	48kHz
	+ de 30 sec.		>= 3000 kbps	Loudness target -16 LKFS
In-Unit Video	Variable		29,97 fps	Pic limite -2 dBFS