

Creative specs checklist - by easyconcepts.com

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Publisher Details

Market:

Publisher Name:

Spec Name:

Publisher Specs URL:

Spec Main Contact:

Spec Additional Contact:

Lead Time:

Accepted Ad Formats

Accepted Flash Versions: up to Flash 8

Accepted Features: ad sync, dynamic xml, forms

Page Units

Panel layer Expansion Directions

Max Panel layer Expansion Dimensions

Close Button Required:

Close Button Location:

Maximum File Sizes and Assets

Video

Video must be user initiated: mouse over.mouse click

Required Video Controls: play pause stop

Allowed Download Methods: progressive streaming

Accept Full Screen

Audio

Allow Audio:

Allow Sound Effects:

Mute Button Required:

Audio Must Be User-Initiated: rollover or cclick

Design and Animation

Border Required:

Max Animation Length: 15 sec

Max Animation Loops Allowed: 3 times loops

Maximum Frame Rate Allowed: e.g. 24 FPS

Hotspot Size: entire banner

Hotspot is the area on the ad which triggers panel expansion when interacted (Mouse Click, Mouse Over, Etc.)

Required Expansion Delay: enable/disable

Special Instructions

Special Instructions You may add any general special instructions below