

Ad Spec Guidelines

03.19.18



GroundTruth

General Guidelines

Required Assets

For best results, please provide fully editable assets.

FILES

- **Design Files** - Layered PSD (Photoshop)
- **Fonts** - RTF / TTF / OTF
- **Images** - TIFF / JPG (original files in highest resolution possible)
- **Logos** - EPS / AI
- **Corporate style guide**, if available

Timelines

To ensure best quality, please adhere to the below timeline of deliverables.

Static Image Banners / Landing Pages (4-5 Business Days)

2 days for Design + 2-3 days for campaign set up for Ad Ops

HTML5 Banners (3-13 Business Days)

1 day for certified tag testing

10 days for new tag certification

2-3 days for setup

In-house* Rich Media (9-13 Business Days)

3 days for Design + 3-5 days for build + 4-5 days for campaign set up

Custom Rich Media (18 Business Days Minimum)

Please inquire for Design & build + 4-5 days for campaign set up for Ad Ops

NOTE: Approval process is not included in above timeline



Smartphone | Display

IMAGE BANNERS

	Retina*	Standard	Retina*	Standard
Dimension	640x100	320x50	600x500	300x250
File Size	40KB max	20KB max	70KB max	40KB max

GIF Animation

- We recommend no more than 3 seconds per loop
- Animation on 300x250 is not recommended due to file size limitations

File Format: PNG / JPG / GIF

** Retina display banners are not recommended to ensure proper ad serving

DYNAMIC DISTANCE

Distance overlay is a dynamically populated text that indicates how far the user is from the nearest business location.

e.g.: “2.22 mi away”, “Nearest location is 2.22 mi away”

Font

- Character: Arial, Helvetica, Georgia, Times New Roman
- Weight: regular, bold, italic, bold italic
- Color: provide hex color code
- Size: 9 points minimum

Space Requirement

Allow space for up to 35 characters

Location List

Business name (if available), address, city, state, zip (without +4), and phone number

File format: XLS / CSV



320x50



300x250

Tablet | Display

IMAGE BANNERS

	Retina*	Standard	Retina*	Standard
Dimension	600x500	300x250	1456x180	728x90
File Size	70KB max	40KB max	70KB max	40KB max

GIF Animation

- Animation on tablet ads is not recommended due to file size limitations

File Format: PNG / JPG / GIF

** Retina display banners are not recommended to ensure proper ad serving

DYNAMIC DISTANCE

Distance Overlay is a dynamically populated text that indicates how far the user is from the nearest business location.

e.g.: "2.22 mi away", "Nearest location is 2.22 mi away"

Font

- Character: Arial, Helvetica, Georgia, Times New Roman
- Weight: regular, bold, italic, bold italic
- Color: provide hex color code
- Size: 9 points minimum

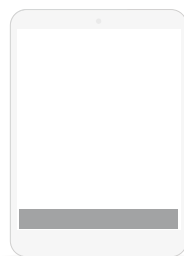
Space Requirement

Allow space for up to 35 characters

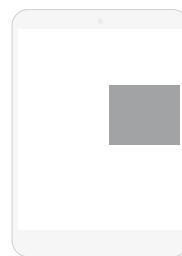
Location List

Business name (if available), address, city, state, zip (without +4), and phone number

File format: XLS / CSV



728x90



300x250

Landing Page | Super

Required Assets

1 BRANDING / HEADER (Image must be static)

	Retina	Standard
Dimension	750x468	375x234
File size	100KB max	50KB max

- URL to 3rd party website
(Image may have 1 CTA)

2 DIRECTIONS & CALL

- Contact list: XLS / CSV
(See page 3 for details)

3 ADDITIONAL CTA

- Hex color code for buttons
- CTA text and URL to 3rd party website

NOTE: Buttons text is available in white only

4 VIDEO*

- URL to YouTube video

5 PROMO*

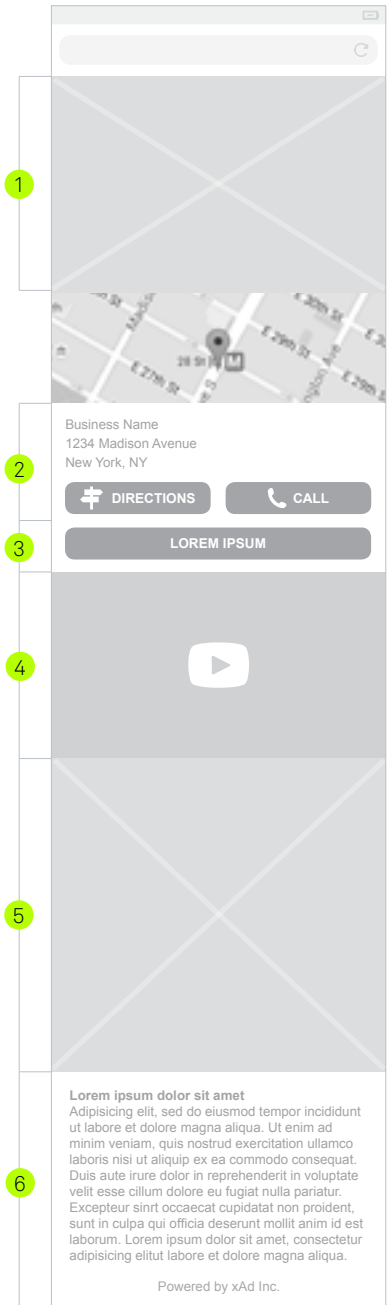
	Retina	Standard
Dimension	750x704	375x352
File size	140KB max	80KB max

- URL to 3rd party website
(Image may have 1 CTA)

6 TEXT

- Final copy: DOC
(There is no character count)

NOTE: Available in black text, white background and in Arial



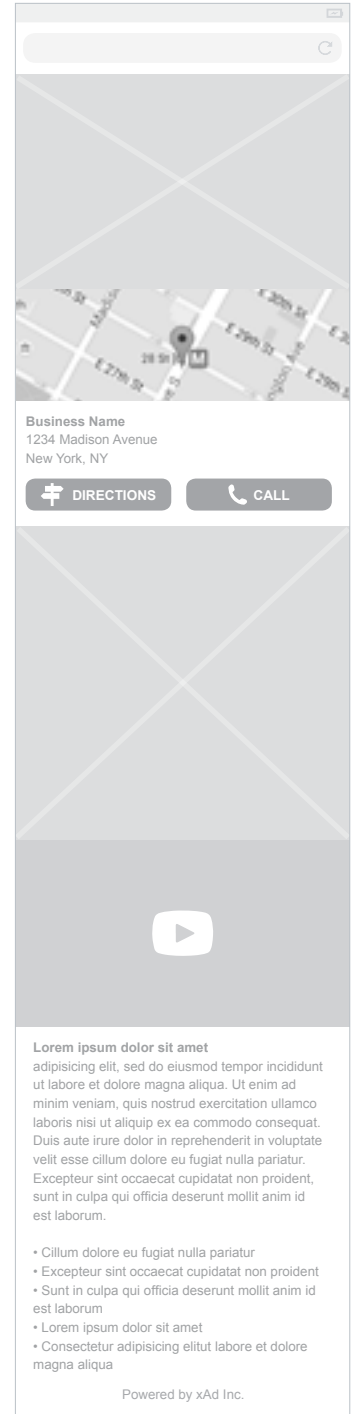
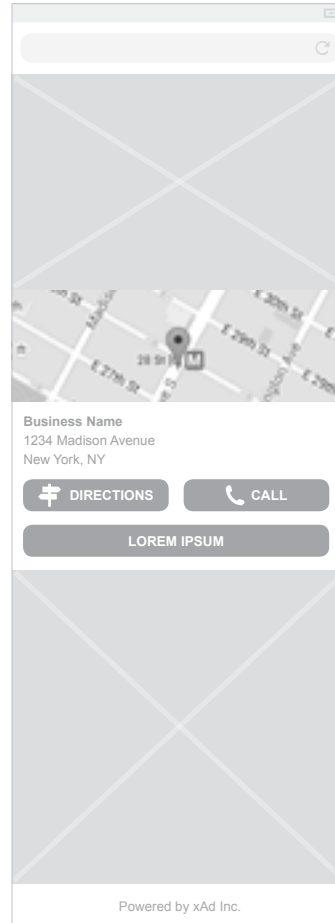
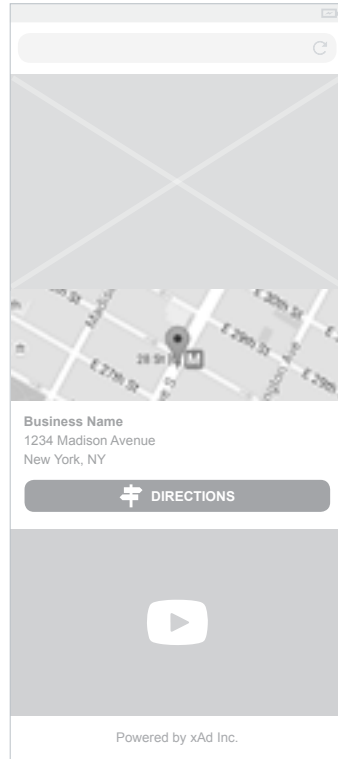
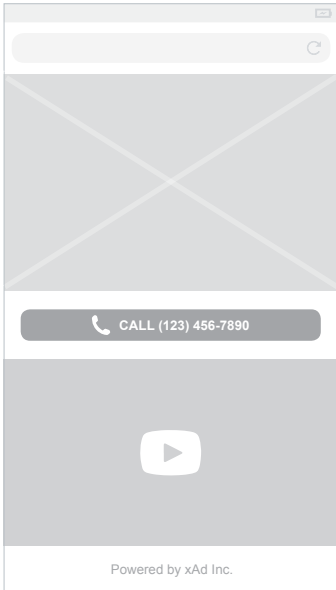
See more examples on next page

* (5) Video and (6) promo ordering can be swapped



Landing Page | Super

Examples of Super Landing Page



Landing Page | Image

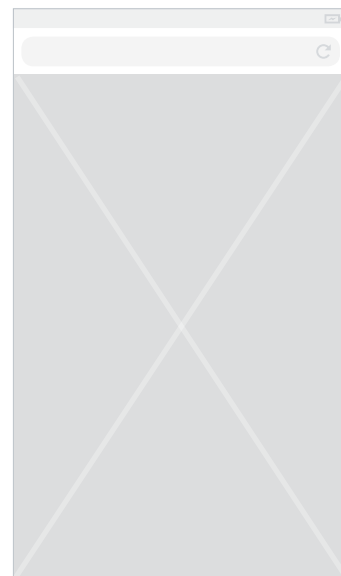
Required Assets

IMAGE

	Retina	Standard
Dimension	640x960	320x480
File size	120KB max	70KB max

- Applicable dynamic content:
 - Dynamic distance to nearest business location
 - Business name, address
- Applicable interactive items:
 - YouTube embedded video
 - Call the nearest business location
 - Get directions to the nearest business location
 - Link to third party URL

NOTE: No GIF animation is allowed



Interstitials

STATIC IMAGES

Smartphone

	Retina*	Standard
Dimension	640x960	320x480
File size	140KB max	70KB max

NOTE: No GIF animation is allowed

Tablet

	Retina*	Standard
Dimension	1536x2048	768x1024
File size	350KB max	180KB max

** Retina sizes are not recommended to ensure proper ad serving

RICH MEDIA

Smartphone

Tablet

Portrait	Portrait	Landscape
384x615*	768x1024	1024x768

** Rich media ad units are responsive and scales to various screen sizes

NOTE: Dynamic distance overlay can be applied to static and Rich Media interstitials

VIDEO

- **Length** 15 to 30 seconds
- **Dimensions** No size restriction. Preferred aspect ratio is 16:9
- **File Size** < 5MB, Bitrate of 512 kbps or lower
- **Tags** VAST 2.0, VAST 3.0 (VPAID also accepted)
- **Certified Tag Partners** See page 16



Tags

Vendor Name	Standard	xAd Landing Page	Script	VAST
Aarki			•	
Atlas	•	•		
Beinto			•	
Bonzai			•	
Bridgetrack	•		•	
Celtra			•	•
Clipcentric			•	
DCM (DART/INS)	•	•	•	•
EyeReturn			•	
ExtremeReach				•
Flashtalking	•	•	•	•
Goldspot			•	
IQ Mobile	•			
Innovid				•
Jivox			•	
justAd			•	
Katana			•	
LIN Media			•	
Medialets	•	•	•	•
Mediamath	•	•		
Mediaplex (Conversant)	•	•		
Millward Brown	•		•	
Mixpo			•	
Mookie	•			
Phluant	•		•	
Pointroll (Sizmek)	•	•	•	
S4M-Nginx	•			
Sizmek	•	•	•	
Simplytics			•	
Vindico				•
Weborama			•	
Zumobi			•	



Attribution Pixels

Viewability Pixels

- DoubleVerify
- Integral Ad Science

Invalid Traffic

- Pixelate
- White Ops

Additional Tracking/ Attribution

- Adometry
- ComScore
- Datalogix
- DoubleVerify
- Insight Express
- Integral Ad Science
- Krux
- Meetric
- Milward Brown
- Nielsen DAR
- TAS
- Vizu

Mobile Creative Best Practices

Adapt to Mobile Behavior

Minimize copy for users to get the message at a quick glance

Make Ads Relevant

Offer personalized ad experience with dynamic content

