



AD SPECS

AD UNITS SPECS

Ad Format	Dimensions (w x h)	Max File Size	Max File Size - Backup Image (Gif/JPG)	Max Animation
Leaderboard	728x90 pixels	75kb	40kb	15 secs
Extra Wide Leaderboard	970x90 pixels			
Billboard	970x250 pixels			
Medium Rectangle (MPU)	300x250 pixels			
Double MPU	300x600 pixels			
Standard Skyscraper	120x600 pixels			
Wide Skyscraper	160x600 pixels			
Responsive Leaderboard	728x90 pixels	75kb	40kb	
Responsive Banner	320x50 pixels			
Responsive MPU	300x250 pixels			

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HTML5 Specs supported by CMG:

Initial Load: asset files are immediately loaded when the ad tag is inserted in the page.

Recommendation: Desktop/Tablet 150kB, Mobile (mWeb or In-App) 40kB

- Typical old/current specifications set this at 40kB
- Web 2.0 allows for a more engaging user experience, without slowing down the Publisher page load

Politely Loaded: All of the creative's subsequent assets are loaded once the host webpage has completed loading

Recommendation: Desktop/Tablet 2MB, Mobile (mWeb or In-App) 300kB

- Typical old/current specifications set this at 150kB
- HTML5 allows richer features, but requires flexible size restrictions

Supported HTML5 formats by CMG:

3rd party tags - The HTML5 creative will be stored on a 3rd party server

DoubleClick Campaign Manager tags (DCM inred) - A HTML5 creative hosted by an advertiser/agency using DoubleClick Campaign Manager

Self-contained HTML5 creative - A self-contained HTML5 creative in a single code snippet (you will have to insert any third party trackers onto the creative prior to publishing the creative and sending the snippet to CMG)

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CMG does not support HTML5 creative bundles

Added Notes:

- Z-Index must be 999 or below
- Maximum of 3 animation loops only
- Sound is optional
- If Sound is required Sound On/Off control button must be clearly visible
- Sound must be set to OFF as default and User Initiated only to turn sound ON
- These specifications include any creative builds for Behavioural Targeting
- Image only creative submission is accepted

Creative Submission

Ad Serving: Publisher or 3rd Party ad served allowed (JavaScript tags or image and anchor tags only, no I Frames).

Lead time: approved and functionally correct final creative/tags must be supplied 5 working days before the go live date

All advertisement are subject to approval prior to start of campaign. CMG reserves the right to refuse any advertisements that do not comply with specification laid out in this document. Contact ad-ops@crash.net if you have any questions.