

SUPPORTED AD TYPES

- GIF, JPEG, and PNG image files
- Flash SWF files (until January 2017)
- Third-party ad tags from approved ad servers (HTML or JavaScript)
- HTML5 - through third-party ad servers.
Consult your Local Page Pop Account Manager for details

GENERAL DISPLAY AD REQUIREMENTS

The following specifications apply to all RTB display ads run by Local Page Pop for BT/Demo & Contextually Targeted Desktop Campaigns:

- Creative images must be clear, recognizable, and relevant; text appearing in the ad must be legible
- Creatives must occupy the entire space of the image size you've chosen
- Creatives cannot appear sideways or upside down
- Creatives cannot be segmented, contain multiple copies of itself within the ad, or otherwise appear to be more than one ad

CREATIVE LIMITS 10 creative files max

LIVE WITHIN 3 BUSINESS DAYS

from complete submission of all campaign materials

REPORTING 5 BUSINESS DAYS

Available in Keymetric after going live

- Creatives with partially black or white backgrounds must include a visible border of a contrasting color to the majority background color of the ad.
- Creative file size must be 150K or smaller - this applies to both first- and third-party ads.
- Creatives must open a new page on click; cannot open in the same page.
- Animated ads are restricted to a maximum of 15 seconds of looping, after which point they must remain static
- Flash creatives must use the clickTAG function on the top-most layer and must have the stop(); function on the last frame of the animation. A first-party optional back-up static image is supported.

SUPPORTED AD SIZES

The following display ad sizes are supported by Local Page Pop. Available inventory varies widely region and targeting details, so all supported formats may not be available in all cases. Contact your Local Page Pop Account Manager if you have questions about the available ad sizes.

DESKTOP DISPLAY

160x600: Wide Skyscraper

300x250: Medium Rectangle

728x90: Leaderboard

300x600: Half Page Ad

MOBILE DISPLAY

300x50: Mobile Leaderboard

320x50: Mobile Leaderboard

336x280: Large Rectangle

1024x768: Tablet Interstitial Landscape

768x1024: Tablet Interstitial Portrait

