

## 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 Search Retargeting 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 5 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.

#### 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

