Ad Units & Ad Specs

Standard Ad Units	Formats Accepted	Animation, Looping, & FPS	Initial File Load Size (Max)	Host-Initiated Subload* (Max)	User-Initiated Subload (Max)	Click/ Rollover Expand Size	Expansion Direction	Expansion Hotspot	Audio	Video
728x90	gif, jpeg, html, jsp, swf	15s or less, 2 loops max, 24 fps	200kb html5; 40kb gif/jpeg/swf	100kb in-banner video; 300kb expand	Unlimited	Up to 728x315. Must contain clearly labeled close button.	Down	30% max	On user click only. Mute button required.	Pause button required.
300x250	gif, jpeg, html, jsp, swf	15s or less, 2 loops max, 24 fps	200kb html5; 40kb gif/jpeg/swf	100kb in-banner video; 300k expand	Unlimited	Up to 600x250. Must contain clearly labeled close button.	Left	30% max	On user click only. Mute button required.	Pause button required.
300x600	gif, jpeg, html, jsp, swf	15s or less, 2 loops max, 24 fps	200kb html5; 60kb gif/jpeg/swf	100kb in-banner video; 300kb expand	Unlimited	Up to 480x600. Must contain clearly labeled close button.	Left	30% max	On user click only. Mute button required.	Pause button required.
300x1050 Portrait IAB Rising Star	gif, jpeg, html, jsp, swf	15s or less, 2 loops max, 24 fps	200kb html5; 80kb gif/jpeg/swf	350kb	Unlimited	Up to 580x460 Must contain clearly labeled close button.	Left	30% max	On user click only. Mute button required.	Pause button required.
320x50 Mobile	gif, jpeg, html, jsp, mraid	15s or less, 2 loops max, 24 fps	100kb expand 50kb static	300kb expand	Unlimited	Up to full screen.	Down, or expand to full screen.	30% max	On user tap only. Mute button required.	Pause button required.

We align with most IAB specs, for additional information visit: http://www.iab.com/guidelines/iab-display-advertising-guidelines/

* Only rich media and rising star ads allow for additional host-initiated subload. For ad units that allow video, another 1.1 mb of file size is allotted for auto-initiated 15-second videos in both display and mobile.

(Updated May 2017))

SUBMISSION GUIDELINES

All creative materials must be received at least **5 business days** prior to the launch of the campaign. If creative is delayed, Oprah.com reserves the right to extend the campaign end date by same number of days creative was delayed.

General Information:
- Delivery contact: OWNDigital_adops@discovery.com
- Turn-around time: 5 business days, OWN will not guarantee the start date for late creative.
- Creatives per placement: 3 (max)

Banner Policy:
- All ad placements should spawn a new browser window when clicked upon.
- Ad ops must be notified each time a new creative is uploaded to a third-party vendor tag.
- Creatives cannot expand or pop out of designated banner areas unless approved by OWN, and specified in the IO.
- All video and display creative must include mobile-compatible formats.
- Ads must have a distinct border or a highly contrasting background, so users can clearly identify ads from page content.
- Ads should not include edit from O Magazine or Oprah.com without approval.

OWN reserves the right to approve all ad creatives that will run on Oprah.com. OWN also reserves the right to reject any creative that does not follow Oprah.com specs.

ACCEPTED FORMATS

- Gif, Jpeg, HTML, and Javascript for display ads.
- PreRoll video should be submitted by email, .mp4/H.264 preferred format, and should not exceed 10mb.
  (Please see video section for additional requirements)

ACCEPTED RICH MEDIA VENDORS

- **Display:** AdvertServe, Addroid, Atlas, Celtra, DoubleClick, FlashTalking, and Sizmek
- **VAST/ VPAID:** Innovid, VideoHub, Sizmek, and Vindico
  - For VPAID, only non-interactive format certified.
  - VPAID is not accepted for Watch OWN App (iOS + Android) and XTV App
- *If vendor is not listed on certification list the Ad Tech team can test a new integration – please allow 2 weeks prior to launch to complete testing*

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- **Desktop & Mobile**: 5-10k

DISPLAY CREATIVES

- Audio accepted for all standard units, but must be user-initiated on mouse click.
- Mute button required for audio.
- Pause button required for video.

ANIMATION & LOOPING

- Animation limit :15s.
- 2 loops maximum allowed during animation.

SURVEY

- Survey tracking tags from IAB certified vendors is allowed.

EXPANDING

- As the number of tracking tags increases, so does the risk of discrepancies between server counts.
- Creative should clearly state "Roll Over/ Peel Me For More info" (or similar).
- Expanded panel should disappear upon user scroll off.
- **Hotspot:**
  - A maximum of 30% of the banner can contain the hotspot. The hotspot must be on/ around the area that says "Roll Over/ Peel Me For More info", and must NOT auto-initiate audio.
- Auto-expansion is not allowed, with the exception of custom sidekick creatives.

VIDEO SYNDICATION

- **Syndicated Media Partner:** YouTube
- **YouTube Ad Specs**: (VPAID is not supported) https://support.google.com/displayspecs/answer/187096?hl=en&ref_topic=4588474&vid=1-635750795337240719-12178279389887264089

VIDEO

- Digital file with no slate and exact length preferred.
- OWN will transcode any files that do not meet desired specs.
- Max 2 different video assets total per campaign, unless approved prior to launch by OWN.
- Videos provided within VAST files should be less than 10mb in size.

> *OWN will transcode any files that do not meet desired specs.*

Video: Linear in-stream Pre-Roll/Mid-Roll **- Web**		**Video:** Linear in-stream Pre-Roll/Mid-Roll **- TVE App**
Format	.mp4 (preferred), .mov, .mp2	.mp4
Length	:15s / :30s	15s / :30s
Aspect Ratio	16:9 (preferred) or 4:3	16:9 (preferred) or 4:3
Dimensions	640x360 (preferred) or 480x360	480x360
File Size	10mb (max)	10mb (max)
Frames Per Second	29.97 fps	30 fps
Codec	H.264	H.264
Audio	AAC, 44.100 kHz, 128 kbps, Stereo	AAC, 48.000 kHz, 128 kbps, Stereo
Bitrate	800kpbs	500 kbps

Video: Companion - Web		N/A
Format	gif, jpeg, html, jsp, swf (no audio, video, or expansion)	
Dimensions	300x250	
File Size	200kb for html creatives, 40k for non-html	
Animation	15s max, 2 loops	
FPS	24 fps	

CUSTOM/ NON- STANDARD AD UNITS

Custom Ad Units	Dimensions	Required Files	Tracking
Logo	100x35	.eps/.ai source file.	1x1 impression tracker (optional) Click tracker (required)
Traffic Driver	300x100	None – created by Oprah.com.	1x1 impression tracker (optional) Click tracker (optional)
Traffic Driver (Newsletter)	120x90	None – created by Oprah.com.	None
Native Ads	632x431, 251x233, 300x250	None – created by Oprah.com.	1x1 impression tracker (optional) Click tracker (optional)
Video Interstitial	900x600	15s .mp4 video file.	1x1 impression tracker (optional) Click tracker (required)
Hero Unit	1920x300 (responsive) 1280x300 1000x300 600x300 320x300	Creative will be built using Celtra by the OWN Design Team. Templates and specs provided by OWN Integrated Marketing team on request.	1x1 impression tracker (optional) Click tracker (required)
Co-branded Rich Media	300x250	Specs provided by OWN Integrated Marketing team on request.	1x1 impression tracker (optional) Click tracker (optional)

VIDEO ON DEMAND

General Information
- Deadline for all approved materials: 3-5 business days before start of campaign
- Non Dynamic Ad Inserted - Deadline for all approved materials: 14 business days before start of campaign
- Non Dynamic Ad inserted - Advertising must be able to air for 28-35 calendar days uninterrupted
- All creative content subject to approval

Electronic spot delivery is preferred
- Vendors: DG FastChannel, Extreme Reach, Yangaroo, Comcast, Hula and Javelin
- If the spot includes an 800#, that number must be added to the ISCI code field for electronic delivery
- If ISCIs also run on-air, please contact us as creative may already be in house

MOV or MP4 accepted with following specifications:

• 1920x1080 • 29.97fps required • ProRes MOV	**Or**	• H.264 (either MOV or MP4 at least 25Mbps) • DnXHD (either MOV or MXF) • Stereo Audio

Tracking - Tracking Tags accepted as a 1x1 Impression tracker only (Dynamic Ad insertion only)