

## Rich Media Creative Specifications

Unit	Max Initial Load	Add'l File Weight (Polite Download)	Max FPS	Audio Initiation	Max Animation	Controls	Labeling & Other Instructions
In-Page Video	40K	1.2 MB	18 fps	User-Initiated (on click)	15 Seconds	<ul style="list-style-type: none"> <li>Control= 'Close X', Play, Pause, Rewind, Volume,</li> <li>Font= 16 pt</li> </ul>	<ul style="list-style-type: none"> <li>Label 'Advertiser'</li> <li>Font= 16 pt</li> </ul>
Expandable	40K	80K	18 fps	User-Initiated (on click)	15 Seconds	<ul style="list-style-type: none"> <li>Control 'Close X'</li> <li>Font= 16 pt</li> <li>Location= On Edge of Original (non-expanded / expanded) unit</li> <li>Feature= Enable Mouse-Off Retraction</li> </ul>	<ul style="list-style-type: none"> <li>Label 'Advertiser'</li> <li>Font= 16 pt</li> </ul>
Pop-Up or Pop-Under	40K	80K	18 fps	User-Initiated (on click)	15 Seconds	Provided by browse window	
Floating	80K	160K	18 fps	User-Initiated (on click)	Floating: 10 seconds max, if no user interaction, Up to 15 seconds within ad	<ul style="list-style-type: none"> <li>Control 'Close X'</li> <li>Font= 16 pt</li> <li>Location= Fixed placement at the location of the first completely visible frame</li> </ul>	<ul style="list-style-type: none"> <li>Label 'Advertiser'</li> <li>Font= 16 pt</li> </ul>
Between-the-page	80K	160K	18 fps	User-Initiated (on click)	Transitions: <ul style="list-style-type: none"> <li>10 seconds max, if no user interaction</li> <li>Up to 15 seconds within ad</li> </ul>	<ul style="list-style-type: none"> <li>Control = "Skip Advertisement"</li> <li>Font = 16 pt</li> <li>Location = Above the Fold in Lower Right Corner of Ad</li> </ul>	<ul style="list-style-type: none"> <li>Label = "Advertisement" or "Brought to you by"</li> <li>Font = 16 pt</li> <li>Location = Above the Fold and at Top of Ad</li> </ul>

\* Note: These specs are adopted from the IAB standards. Specifications may vary from site to site. Please contact your digital representative for detailed information.

### Material Due Dates

Materials should be sent to Novus **10 business days** prior to the start date of the campaign.

### Transmission Methods

- Web Upload site:** <https://www.agentimediaservices.com>  
**Contact your Digital Representative for the username and password.**
- Email:** [digitalspecs@agentimediaservices.com](mailto:digitalspecs@agentimediaservices.com) (4.75 MB limit) or email your Digital Representative directly.