

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"> Control= 'Close X', Play, Pause, Rewind, Volume, Font= 16 pt 	<ul style="list-style-type: none"> Label 'Advertiser' Font= 16 pt
Expandable	40K	80K	18 fps	User-Initiated (on click)	15 Seconds	<ul style="list-style-type: none"> Control 'Close X' Font= 16 pt Location= On Edge of Original (non-expanded / expanded) unit Feature= Enable Mouse-Off Retraction 	<ul style="list-style-type: none"> Label 'Advertiser' Font= 16 pt
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"> Control 'Close X' Font= 16 pt Location= Fixed placement at the location of the first completely visible frame 	<ul style="list-style-type: none"> Label 'Advertiser' Font= 16 pt
Between-the-page	80K	160K	18 fps	User-Initiated (on click)	Transitions: <ul style="list-style-type: none"> 10 seconds max, if no user interaction Up to 15 seconds within ad 	<ul style="list-style-type: none"> Control = "Skip Advertisement" Font = 16 pt Location = Above the Fold in Lower Right Corner of Ad 	<ul style="list-style-type: none"> Label = "Advertisement" or "Brought to you by" Font = 16 pt Location = Above the Fold and at Top of Ad

* 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.agentimediасervices.com>
Contact your Digital Representative for the username and password.
- Email:** digitalspecs@agentimediасervices.com (4.75 MB limit) or email your Digital Representative directly.