

Please submit all assets to **adops@rd.com**
 at least **2 days prior to launch**

(unless otherwise specified below)

GENERAL BANNER GUIDELINES

SIZE <i>(pixels)</i>	MAX FILE SIZE <i>(Initial Load/Subload)</i>	FILE TYPES ACCEPTED	LOOPING	ANIMATION/SOUND	FPS
728x90	INITIAL LOAD: DESKTOP/TABLET 150 KB MOBILE 40 KB POLITE LOAD: DESKTOP/TABLET 2 MB MOBILE 300 KB	HTML5	3	:15/User initiated	24 FPS
160x600					
300x250					

RISING STAR UNITS

UNIT	SIZE <i>(pixels)</i>	MAX FILE SIZE <i>(Initial Flash/Rich Flash)</i>	EXPANSION SIZE <i>(pixels)</i>	VIDEO/AUDIO	ANIMATION/ FPS	MIN REQUIRED CONTROLS
PUSHDOWN	970 x 60	INITIAL LOAD: 200 KB SUBSEQUENT POLITE LOAD: 300 KB	970 x 250	:15 max video/user initiated audio on click (mute/unmute); default state is muted; must stop when panel closed. 1.1 MB additional file size allowed for host initiated video. Unlimited file size for user-initiated video.	:15/24	Close button on expanded pushdown initiated on click. Video must include: Play, Pause, Mute
BILLBOARD	970x250	INITIAL LOAD: 200 KB SUBSEQUENT POLITE LOAD: 1 MB	N/A			Close X collapses ad 100% on click, with "show ad" button available that expands ad on click; Video must include: Play, Pause, Mute
FILM STRIP	300 x 600	INITIAL LOAD: 200 KB SUBSEQUENT POLITE LOAD: 300 KB	NOT PERMITTED			Video must include: Play, Pause, Mute
PORTRAIT	300 x 1050	INITIAL LOAD: 200 KB SUBSEQUENT POLITE LOAD: 350 KB	N/A			Video must include: Play, Pause, Mute
SIDEKICK	300x250	INITIAL LOAD: 200 KB SUBSEQUENT POLITE LOAD: 300 KB	850x700			Close X on expanded Sidekick that closes ad & returns user to publisher page content; Video must include: Play, Pause, Mute

NOTES: Approved vendors include Adinterax, Atlas DMT, ClickTurn, DoubleClick Motif, EyeWnder, Interpolis, LinkStorm, MediaMind, Point Roll, Unicast by Viewpoint, United Virtualities;
 z-index (billboard): 0-4,999; z-index (sidekick): 5,000-1,999,999; Ad unit content must be clearly distinguishable from normal webpage content; Hot Spot must not be more than 25% of the entire unit

BRANDSCAPE

UNIT	FORMAT	FILE TYPES REQUIRED	LEAD TIME
BRANDSCAPE	PSD Template available to design your own brandscape on request. Brandscapes served on TMBI properties support four different sizes enabling brandscape to maximize the space available over a diverse number of screen resolutions. TMBI will resize your PSD design internally to support the varying sizes required to serve brandscapes.	PSD	5 business days if submitting in-house designed brandscape 3 weeks if TMBI is designing creative

MOBILE

SIZE (pixels)	FILE SIZE	FILE TYPES ACCEPTED	ASPECT RATIO/FPS	LOOPS/ANIMATION	TAGS ACCEPTED	LEAD TIME
320 x 50	40K	HTML5, JPG, PNG, GIF, Animated GIF	NA / 24 FPS	3 loops / :15	Atlas, Celtra, DFA, Medialets, MediaMind, Mediaplex, Phluent	3 business days
300 x 250						
300 x 50						

VIDEO GUIDELINES

UNIT	SIZE (pixels)	FILE SIZE	FILE TYPES ACCEPTED	ANIMATION LENGTH	FPS	THIRD PARTY TRACKING
HOME onDEMAND PRE-ROLL	300 X 250 or larger	100 MB max upload	MP4, FLV, WEB M	:15 or :30	24-25 or 29-30	3rd Party / VPAID



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