



GENERAL BANNER SPECIFICATIONS

1105 Media's Ad Serving Platform is Google Ad Manager 360

Acceptable Files

- GIF/JPG/PNG files (includes animated GIF files)

HTML5

- We accept HTML5 banners served via third party tags or hosted by the advertiser/agency. When hosted by the agency, an index file (HTML) should be sent with all urls as https://.
- 1105 Media sites are https:// so all references in the index files as well as the tags themselves must be https://.

Third-party ad serving

- We accept third-party ad serving, ***but impressions are counted and invoices are issued based on our ad serving system, Google Ad Manager 360*** (unless otherwise agreed upon). All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad.
- If billing to third-party delivery numbers, we MUST either be provided access to your reporting platform at onset of campaign, or daily reporting metrics through the run of the campaign.
- When submitting third-party tags, please send Javascript/Standard or Standard tags only. If using DFA, please send internal redirect tags.

Special Banner Specifications

Max file size = the file size should be maximum 80k

Number of subsequent loads = 1-2

In-banner Video = we accommodate in-banner video as long as it fits into the max 80k file size

Max Animation Time = 10-15 seconds

FPS (Frames Per Second) = 20-25 (max 30)

Max Number of Loops = 3-5 times (or more, if it fits into the max 80k file size)

Concurrent Video/Animation = 25-30 seconds

Audio Initiation After Expansion = user controlled with click

Expandable Hotspot Limitation = no limitations

Auto-Play Sound = not allowed, must be user-initiated

Wallpaper Banners

Wallpapers (a.k.a. skins) are created by 1105 Media using a “base image” supplied by the client. Base image must be sent in acceptable file format as listed above. If desired, the client can use two different images, left and right (if so, please include the words “left” and “right” in image names when submitting the files).

Expandable Banners (not available on all sites)

Note: All expandable banners must be submitted through a third party ad server. Flash (swf) files will not be accepted. Must be tested prior to launch and approved by Publisher.

Expand Direction = Dependent on site

728x90 Max expansion: 728x250

300x250 Max expansion: 600x600

Expand/Contract Method = user initiated

Close Button Requirements = required, any corner

Accept Auto-Expand = no

Max Time for Auto Expand Open = N/A

Frequency Capping = N/A

All creative is due 5 business days prior to launch. Please submit materials to:

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Education Group, Security Today,
Campus Security Life & Safety

Occupational Health & Safety,
Environmental Protection, Converge 360
(Redmond, RCP, MCPMag, ADTmag,
AWS, PureAI, MedCloudInsider), Spaces
4 Learning, TDWI
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