iab.

IAB PORTRAIT SPECIFICATIONS & STYLE GUIDE

IN CONTEXT | AD UNIT PLACEMENT

She Got a Pinup-Inspired Makeover

Courtesy Grace Gold

Grace didn't want to copy the famous '50s look. She just wanted to capture the flirty charm with hair and makeup.

- 2 'after' pics shows off her new style

More Fashion Stories

- Witherspoon Wows in White Frock
- Inside Khloe Kardashian's Closet
- Cheesiest Shoes We've Ever Seen

◀ ❚❚ ▶

3/11

What's On...

Autos
Black Voices
Celebrity News
City's Best
DailyFinance
Engadget
Family
Games.com
Health
Horoscopes
Huffington Post
Jobs
Latino
MapQuest
Moviefone
Music
News
Radio
Real Estate
Recipes
Sports
StyleList
TechCrunch
Television
Travel
Video
Yellow Pages
More from AOL

Services

Downloads
Free Email
Lifestream

Latest Headlines

- Devastated South Looks to Recover From Killer Twisters
- 12 Iranian Engineers Kidnapped in Afghanistan
- Robots Assess Japan's Crippled Reactors; Radiation Too High for Workers
- 2 Dead in Taliban Attack on Afghan Defense Ministry
- Supreme Court Turns Away New Appeal From Chinese Muslims at Gitmo
- Calif. Debates Place of Gay History in Textbooks
- France to Italy: We Don't Want Your Tunisian Immigrants
- Scientists: Gulf Health Nearly Back to Pre-Spill Level

▼ More News

Local News and Weather

Please enter your location below to get your local news.

City, State or ZIP Please!   Save | ✕

Market Quotes

	Get Quote	
⬇ DJIA	12,147.21	-194.62
⬇ NASDAQ	2,719.30	-45.35
⬇ S&P 500	1,300.21	-19.47

My Portfolios | Markets | Finance News

You've Got: Paternity Test Maury Can't Forget

▶ (video)

- ▶ Many bizarre things happen on his show. But this? This was wild.
- ▶ Famous Brain Removed on This Day
- ▶ Odd Way Men Are Staying Competitive
- ▶ Couple Gets 2 Sets of Twins -- at Once

Daily Buzz

PopEater   Press Association

Hasselhoff Steps Out With New Girlfriend

The former 'Baywatch' star whisked his 31-year-old gal pal off to California this weekend for the Coachella music festival.

'I wooed her ... I was a gentleman'

Ellen   ellen.warnerbros.com

Foxx Surprises The Audience With Song

When it was time for a commercial break on 'Ellen,' the DJ put on one of Jamie's hits -- so he joined in.

Song that had crowd on their feet

Daily Impact

Earth Day is this Friday

DIMENSIONS | BASE CONFIGURATION

ADVERTISEMENT

300

15
5
Area for Logo

40

10

460
Area for Ad App 01

1050

15

220
Area for Ad App 02

15

220
Area for Ad App 03

50

270

15   15
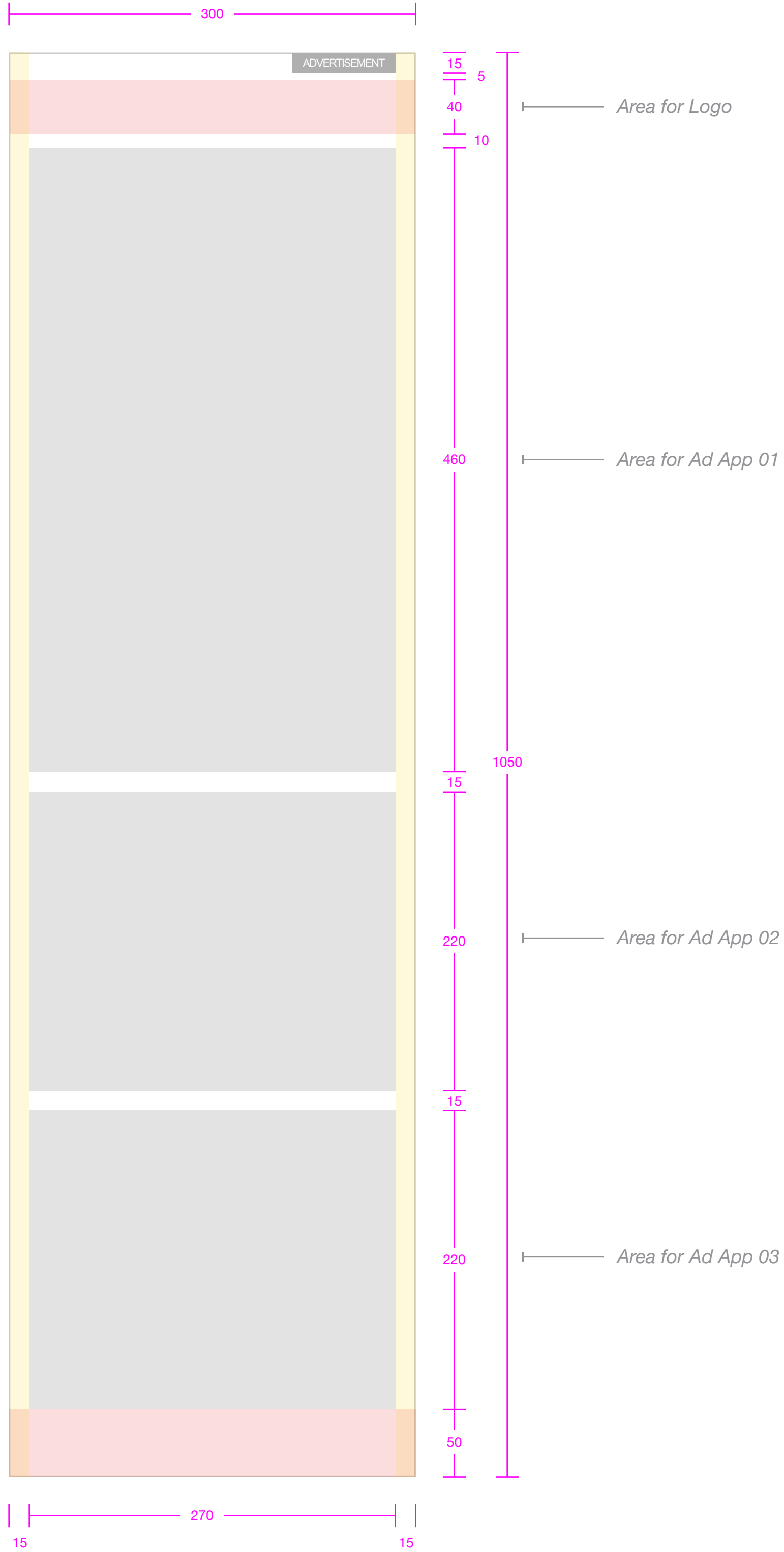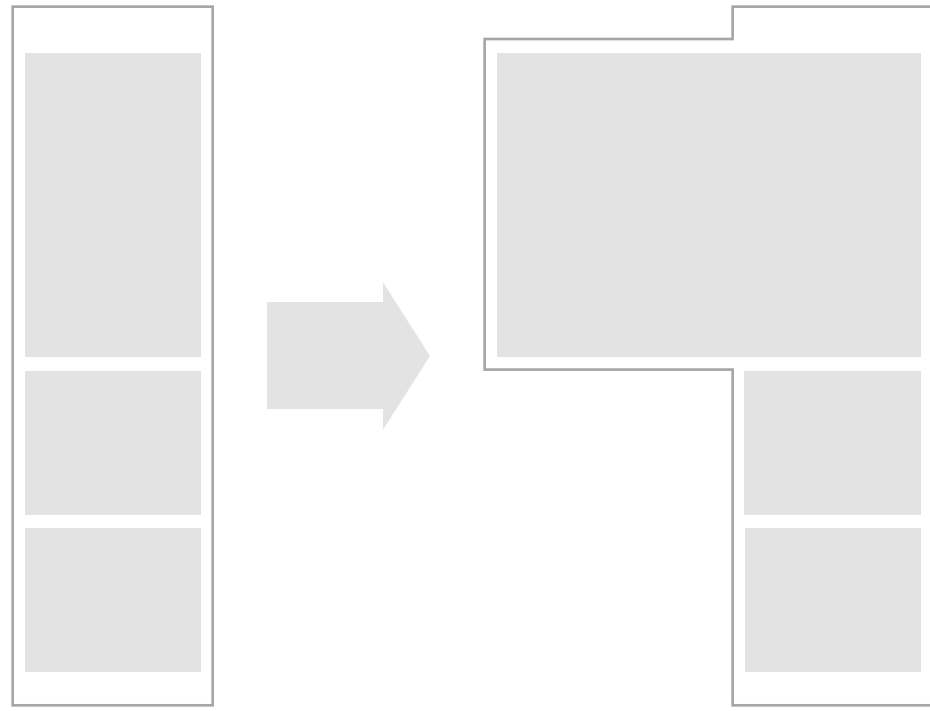
DIMENSIONS & EXPANSION | DEFINED
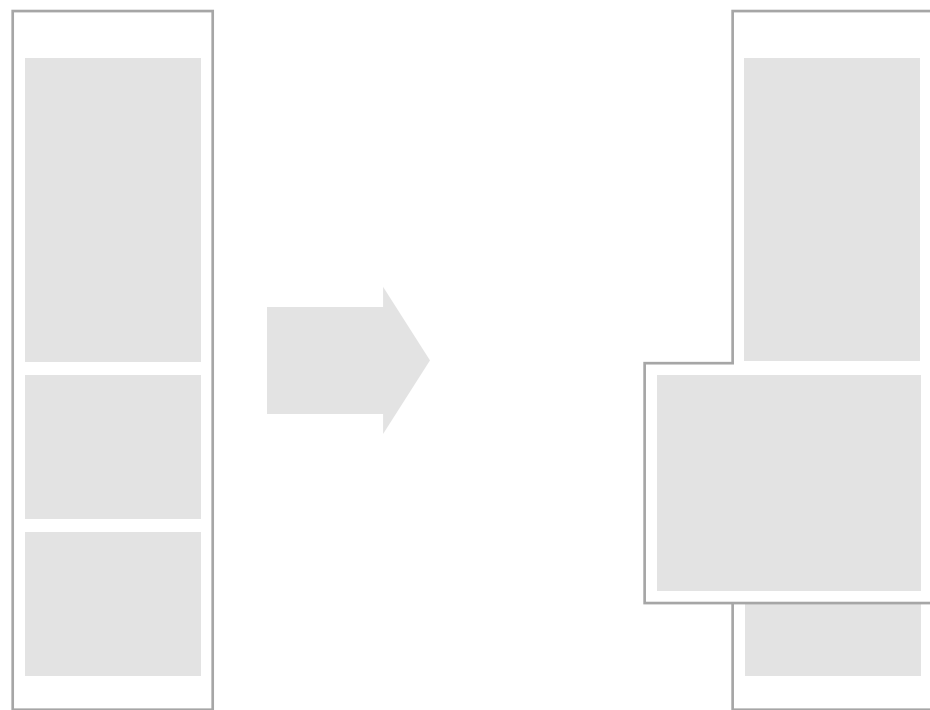
APP EXPANSION

EXTERNAL EXPANSION PRIMARY APPS MODULE 1

A large app will expand horizontally while maintaining the height of its initial state.
The height of the asset (in this example a video) will vary depending on whether a
title for the app is set and the number of assets the app contains.
The asset in the expanded state maintains a 4:3 aspect ratio.

If the app has thumbnails (Image Gallery, Video Player), the thumbnail area
is not included in the expanded state.

INITIAL DIMENSIONS
Full App Area: 270x460
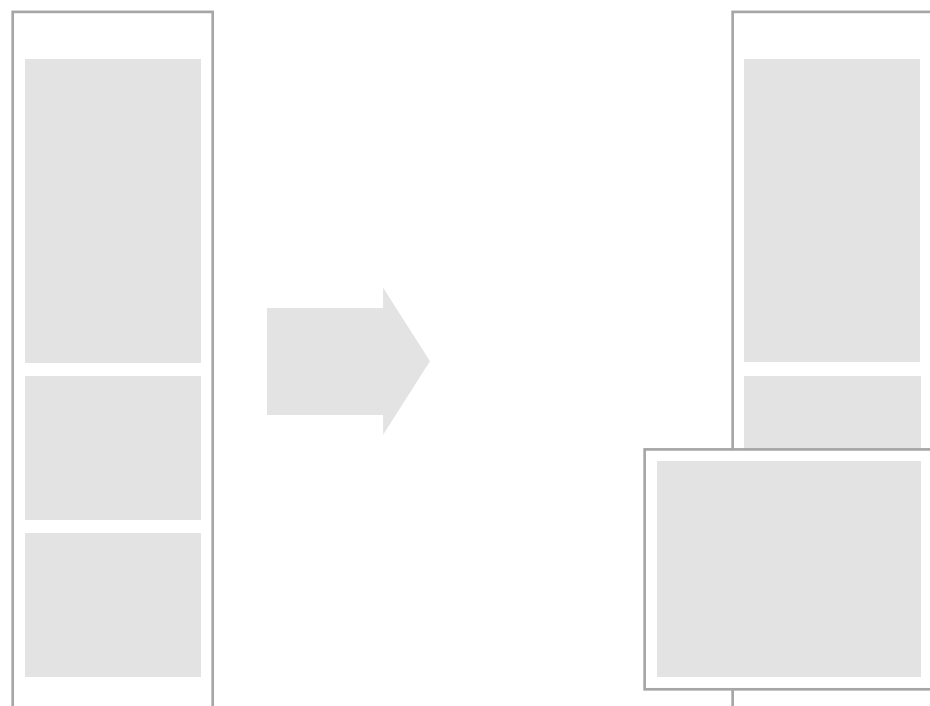
EXPANDED DIMENSIONS
Full App Area: 613x460

EXTERNAL EXPANSION SECONDARY APPS MODULE 2

An app that expands vertically and/or horizontally past the ad unit's dimensions.
A small app will expand horizontally and vertially, partially covering the app above or below it.
In a Portrait unit, if the app is in Location 2 (the middle app), the app will expand downward.
 If the app is in Location 3 (the bottom app), it will expand upward (to prevent it from covering content below the ad unit).

INITIAL DIMENSIONS
Full App Area: 270x202

EXPANDED DIMENSIONS
**Full App Area:** 405x303

EXTERNAL EXPANSION SECONDARY APPS MODULE 3

An app that expands vertically and/or horizontally past the ad unit's dimensions.
A small app will expand horizontally and vertially, partially covering the app above or below it.
In a Portrait unit, if the app is in Location 2 (the middle app), the app will expand downward.
 If the app is in Location 3 (the bottom app), it will expand upward (to prevent it from covering content below the ad unit).

INITIAL DIMENSIONS
Full App Area: 270x202

EXPANDED DIMENSIONS
Without a Title: 405x303
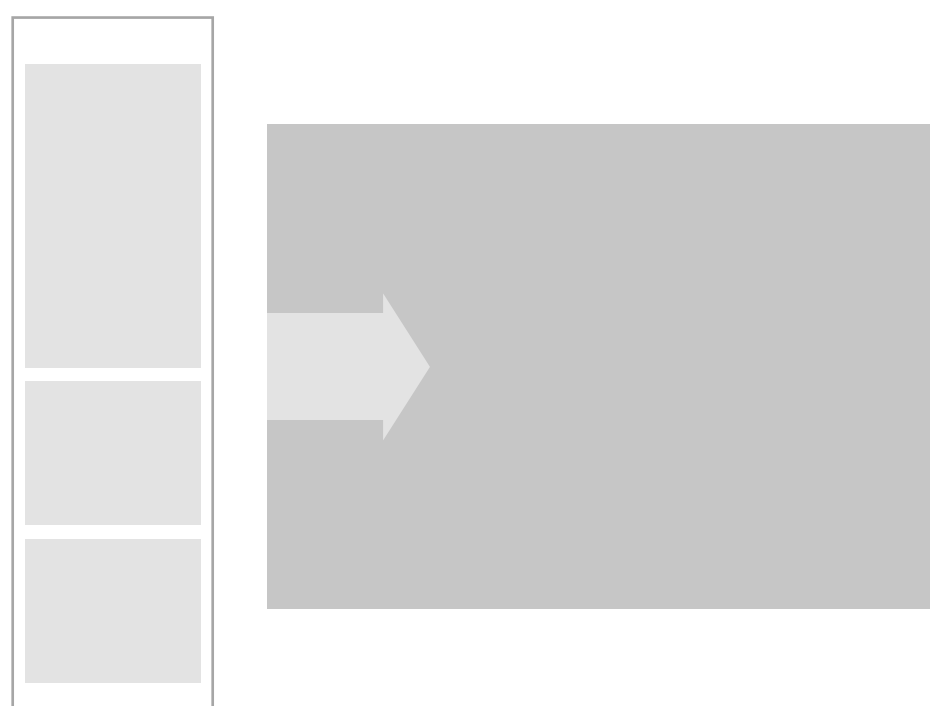
FULLSCREEN EXPANSION

An app capable of this type of expansion will expand to fit the entire screen. While the core experience
is maintained in the expanded state, additional functionality may exist depending on the app.

EXPANDED DIMENSIONS
Dependent on screen resolution.

iab.

300x1050 | ASSET SIZING & REQUIREMENTS

ASSET SIZING

LOGO

Image Size: 270x40

PRIMARY IMAGE GALLERY ASSETS

Images: 270 x 460

Thumbnail Size: 60 x 60

PRIMARY VIDEO GALLERY ASSETS

Poster Frame Image Sizes: 270 x 460

Expanded Video Area: 613 x 460

Thumbnail Size: 60 x 60
Thumbnails are displayed only when multiple videos are added to the app.

PRIMARY STANDALONE APP

Asset Size: 270 x 460

SECONDARY STANDALONE APP

Asset Size: 270 x 202

ASSET REQUIREMENTS

IMAGES

File Type: .jpg
Resolution: 72 pixels / inch
Recommended minimum Image Size: 2048 x 1536 for aspect ratio stage 4:3

VIDEO

Format:
- MPEG 4 encoded to H.264 (base or mainline standard).

Resolution:
- **4 x 3 video:** 960 pixels wide x 720 pixels tall
- **16 x 9 video:** 1280 pixels wide x 720 pixels tall
- **3 x 4 video (portrait):** 540 pixels wide x 720 pixels tall

Frame Rate:
- 18 or 24 Frames / sec

Data Rate:
- Upload at Min 10,000 Kbits / sec - Upload at Max 30,000 Kbits / sec

THUMBNAILS

File Type: .jpg
Resolution: 72 pixels / inch

DEFAULT CREATIVE

The backup image used if the user does not have a supported platform.

- Must be the same size as ad unit
  (if expandable unit, it should be the same size as the initial size of the unit).

STANDALONE APPS

- Can optionally include a standard title (not part of the Flash asset).
- Only Flash 9 is supported
- Must be an AS3 project.
- **File Type:** .swf

Logo

Primary App

Secondary App 1

Secondary App 2

iab.