



# Essential Homme Magazine Website Advertising Specifications

All ad size offerings below follow the [IAB Guidelines](#)

## Universal and Other Ad Units (non-expandable)

	Leaderboard	Halfpage
<b>Initial Dimensions:</b> (WxH in pixels)	728x90	300x600
<b>Max Initial File Load Size:</b>	40 KB	40 KB
<b>Max Additional Initial File Load Size for OBA Self-Reg Compliance:<sup>1</sup></b>	5 KB	5 KB
<b>Subsequent Max Polite File Load Size:</b>	Not Allowed	Not Allowed
<b>Subsequent Max User Initiated File Load Size:</b>	Not Allowed	Not Allowed
<b>Subsequent Max User Initiated Additional Streaming File Size:</b>	Not Allowed	Not Allowed
<b>Max Video &amp; Animation Frame Rate:</b>	24 fps	24 fps
<b>Maximum Animation Length:</b> (i.e. Flash™)	15-sec	15-sec
<b>Max Video Length:</b>	Not allowed	Not allowed
<b>Audio Initiation:</b>	Must be user initiated (on click: mute/unmute); default state is muted	Must be user initiated (on click: mute/unmute); default state is muted
<b>Hot Spot:</b>	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.
<b>Z-Index Range:</b>	0 - 4,999	0 - 4,999
<b>Max Percentage of CPU Usage:<sup>3</sup></b>	20%	20%
<b>Minimum Required Controls:</b>	N/A	N/A

<b>Labeling Requirements, Font Size, etc.:</b>	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)
<b>Submission Lead-Time:</b>	Min 3 business days before campaign start	Min 3 business days before campaign start
<b>Implementation Notes &amp; Best Practices:</b>	<b>Best Practice:</b> For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.	<b>Best Practice:</b> For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.

1. Industry self-regulation guidelines have been established for companies who use online behavioral advertising (OBA): <http://www.aboutads.info/> participants
2. "User Initiation" defined: User initiation is the willful act of a user to engage with an ad. Users may interact by clicking on the ad, and/or rolling over an ad (or a portion of an ad). With respect to user initiation for the purposes of these guidelines, a roll-over is defined as a willful pause of the user's cursor on the target portion of the creative (the "hot spot"), such pause lasting at least 1-second in duration, before an action may be initiated by the ad (i.e. trigger an expand, etc.). This pause/ delay prevents unwanted user initiated actions, and false reporting of user engagement.
3. Percentage of CPU usage is based on the Publisher defined benchmark end user-CPU for its audience. Please consult with each publisher individually for their benchmark number for testing.
4. Publisher implementation note: Rising Star ad units are designed to be the only rich media ad unit displayed on a webpage. Because of increased file load size, displaying a Rising Star ad unit with any other rich media unit may compromise page-load performance.

## Rising Star Ad Units (expandable and interactive)

	Filmstrip	Sidekick
<b>Initial Dimensions:</b> (WxH in pixels)	300x600	300x600
	<a href="#">view demo</a>	<a href="#">view demo</a>
	<a href="#">download guidelines</a>	<a href="#">download guidelines</a>
<b>Maximum Expanded Dimensions:</b> (WxH in pixels)	Expansion not allowed for this unit	970x550
<b>Max Initial File Load Size:</b>	60 KB	60 KB
<b>Max Additional Initial File Load Size for OBA Self-Reg Compliance:<sup>1</sup></b>	5 KB	5 KB
<b>Subsequent Max Polite File Load Size:</b>	110 KB	110 KB

<b>Subsequent Max User Initiated File Load Size:</b>	2.2 MB	2.2 MB
<b>Subsequent Max User Initiated Additional Streaming File Size:</b>	Unlimited for Streaming Video	Unlimited for Streaming Video
<b>Max Video &amp; Animation Frame Rate:</b>	24 fps	24 fps
<b>Maximum Animation Length: (i.e. Flash™)</b>	30-sec	30-sec
<b>Max Video Length:</b>	Unlimited (user initiated only)	Unlimited (user initiated only)
<b>Audio Initiation:</b>	Must be user initiated (on click: mute/un-mute); default state is muted	Must be user initiated (on click: mute/un-mute); default state is muted
<b>Hot Spot:</b>	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.
<b>Z-Index Range:</b>	0 - 4,999	5000 - 1,999,999
<b>Max Percentage of CPU Usage:<sup>3</sup></b>	40%	40%
<b>Minimum Required Controls:</b>	<b>Video must include:</b> Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Close X on expanded Sidekick that closes and returns user to publisher page content User-initiated expand control in the in-page display unit “slides” page content to the left <b>Video must include:</b> Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
<b>Labeling Requirements, Font Size, etc.:</b>	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)

<b>Submission Lead-Time:</b>	Min 6 business days before campaign start	Min 6 business days before campaign start
<b>Implementation Notes &amp; Best Practices:</b>	<b>Best Practice:</b> For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file 300x600 px (the dimensions of the viewer window).	<b>Best Practice:</b> For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard 1x1 px image file.

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3. Percentage of CPU usage is based on the Publisher defined benchmark end user-CPU for its audience. Please consult with each publisher individually for their benchmark number for testing.
4. Publisher implementation note: Rising Star ad units are designed to be the only rich media ad unit displayed on a webpage. Because of increased file load size, displaying a Rising Star ad unit with any other rich media unit may compromise page-load performance.