



## **USER EXPERIENCE**

The Photo Gallery Interstitial (PGI) provides a high-value direct response creative opportunity as users browser through a photo gallery. After every 10 photos the PGI is served. Users must wait 3 seconds before being allowed to skip to the next photo. A user may interact with the PGI, allowing for a more dynamic experience.

The PGI has two types: the Native PGI and the Custom PGI.

The Native PGI looks like an imitation of a typical photo gallery photo. It is intended to provide users with brand specific content that is complementary to the photo gallery content. The Native PGI consist of one large photo and a link to view more advertiser content. The “info tray” that exists for typical photos may also be used to provide more information about the advertiser.

The Custom PGI is a fully custom responsive ad unit. It will change size and layout with the page, allowing for a high quality experience on any screen size. The Custom PGI may contain additional user initiated content to provide a more dynamic experience.

## AD SPECIFICATIONS

### DIMENSIONS

Fully responsive with minimum and maximum sizes.

Min Size: 550px x 500px

Max Size: 1200px x 800px

### FILE SIZE

- 150k total initial download for all assets
- Up to 2.2MB polite download after full page download complete.

### ANIMATION

- Minimal “presentation animation” allowed initially, advanced animation allowed upon user interaction.
- It is recommended to use non-flash animation techniques such as TweenLite or CSS3 animation, to allow for increased page integration and mobile device compatibility.

### VIDEO

- Streaming available.
- Auto Play is allowed but must be muted.
- Maximum streaming video file size 2.2MB.
- Clear and prominent video controls must be present on the video.
- All video must stop when the page loses focus<sup>1</sup>.
- It is recommended to use a non-flash video player such as the native browser player or JPlayer, to allow for mobile device compatibility.

### AUDIO

- Audio may not auto-play unless user initiated.
- Audio controls to disable audio must be prominent and easily accessible to the user.
- All audio must stop when the ad is collapsed, upon click through, or when the page loses user focus<sup>1</sup>.

1. Page focus means the browser window or tab is the currently active window. Focus can be lost by activating the window of any other program or browser window.

**STORYBOARD**

These diagrams illustrate the placement of the PGI in-page. The width and height are responsive to the page width and height, with the noted minimums and maximums.

