



## **USER EXPERIENCE**

### Big Box

The Big Box ad unit is a standard display unit providing brand presence on a page. It can be a static image or animated for a more dynamic experience. It may contain video, user interactive elements, and even expand upon click.

### Leaderboard

The Leaderboard ad unit is a standard display unit providing brand presence on a page. It can be a static image or animated. It may expand upon user click for a more dynamic experience. It may contain video and other user interactive elements in the expanded size.

### Halfpage

The Halfpage ad unit is a standard display unit providing brand presence on a page. It can be a static image or animated. It may expand upon user click for a more dynamic experience. It may contain video and other user interactive elements in both the default and expanded sizes.

## AD SPECIFICATIONS

### DIMENSIONS

#### Big Box:

Default: 320x250

Expanded Max: 560x600

#### Leaderboard:

Default: 728x90

Expanded Max: 728x400 (not sure if this is IAB?)

#### Halfpage:

Default: 300x600

Expanded Max: 560x600

### FILE SIZE

- Big box 50k total initial download
- Leaderboard 50k total initial download
- Halfpage 125k total initial download
- Up to 2.2MB polite download after full page download complete.

### ANIMATION

- Animation may occur automatically for 15 seconds, after which all animation must cease. User initiated animation may occur after 15 seconds.
- 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 in the default ad size.
- 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 auto-play if the ad has been expanded by user interaction.
- 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>.

### EXPAND / COLLAPSE BUTTONS

- Must be prominently located
- Text must indicate to the user that the button will expand/collapse the ad.
- Expand function may only be activated on click, not on mouse over.

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.



