

# DIGITAL ADVERTISING SPECS

Red Bull Media House



## GENERAL GUIDELINES - RED BULL DIGITAL NETWORK, EXCL. YOUTUBE

These guidelines are designed in accordance with the IAB Creative Display Guidance with the aim to ensure a positive consumer experience in balance with both publishers' and advertisers' needs, namely faster page load and the trend towards rich media creatives.

<b>Editorial:</b>	All creatives are subject to final senior editorial approval prior campaign launch.
<b>Sound:</b>	Audio must be user-initiated.
<b>Skip Button:</b>	All video ads must be skippable after 5 sec., unless otherwise stated. Servus TV allows unskippable video ads.
<b>Click-Through:</b>	All ads must lead to a new browser window (target=_blank).
<b>Display Creative Color Palette:</b>	All creatives with partially black or white colored backgrounds must have a visible (contrasting) border (min one pixel).

## DELIVERY FORMATS & QA

<b>Flash:</b>	Please note that Adobe flash is <b>not accepted</b> .
<b>Mute Button:</b>	For all ads featuring audio, a "Mute" button or equivalent is mandatory.
<b>Audio:</b>	Full MIX stereo is accepted.
<b>Creative rotation:</b>	Please note that the maximum of 4 creative revisions per ad placement per flight are accepted. If you plan to have more, please notify your Key Account Manager upfront.
<b>QA:</b>	Rich media & HTML creatives are subject to testing, such creatives must be delivered min. 5 days prior the campaign start date. Please note that rich media creatives should be hosted by 3 <sup>rd</sup> party.
<b>3<sup>rd</sup> party served:</b>	<p><b>All rich media (HTML) creatives need to be 3<sup>rd</sup> party hosted. Advertiser needs to provide placement tags. Streaming links are not accepted.</b></p> <p>Only 3<sup>rd</sup> party tags from <a href="#">certified vendor</a> are accepted.</p> <p>Please always include detailed implementation directions.</p> <p>iFRAME tags are accepted.</p> <p>All VAST tags must include a skip button(5sec.). Servus TV VAST tag does not need to include skip button.</p> <p>Tags must include multiple mp4 / h264 video files.</p> <p>FLV i.e. Flash Video is not accepted.</p> <p>Usage of <b>HTTPS</b> is mandatory.</p> <p>Maximum number of file requests per creative is 25.</p>
<b>Click Tag:</b>	For all rich media and HTML, a DFP click tag is mandatory.
<b>Tracking pixels:</b>	<p>1x1 tracking pixels can be used with all ad units for tracking ads performance e.g. impressions served and clicks generated.</p> <p>Please note that pixels tracking audience behavior and retargeting pixels are not accepted.</p>

AD GROUP	SIZE	DEVICE	CREATIVE DIMENSIONS	FILE TYPE	ANIMATION MAX LENGTH SEC	LOOPS	MAX FILE SIZE	PROPERTIES	MIN SUBMISSION TIME
<b>Standard Ads</b>	Leaderboard	desktop tablet	728x90	.jpeg; .png; .gif;	:15	3	50K	ALL	3 business days;
	MPU	desktop tablet	300x250				70K	ALL	
	Mobile*	smartphone	300x50 320x50				20K	ALL	
	Billboard	desktop	970x250				70K	Servus.tv 800x250, 940x250; Servus mag. 940x250	
	Half-page	desktop	300x600				70K		
	Skyscraper	Desktop	160x600				50K	Excl: Redbull.com,	
<b>Rich Media Ads</b>	Leaderboard MPU Billboard Half-page Skyscraper	desktop tablet	728x90 300x250 970x250 300x600 160x600	HTML5; (please refer to the detailed tech specs below). Hosting of creative is done by advertiser or their agency.	:15 (unlimited user-initiated)	3	Max Initial File Load 200K Host-initiated Subload 100K	<u>Billboard size:</u> Servus.tv 800x250, 940x250; Servus mag. 940x250. <u>Skyscraper:</u> Excl: Redbull.com,	5 business days
	Mobile	smartphone	300x50 320x50						

<b>Custom Responsive Ad Units</b>	Parallax*	desktop tablet smartphone	Width 100%; min. width 320px max. height 300px	HTML5; (please refer to the detailed tech specs below).	n.a.	3	Max Initial File Load 200K, Host-initiated subload 1MB refers to initial load size only, does not incl. video assets.	Redbull.com	5 business days
	Responsive Billboard*	desktop tablet smartphone	Width 100%; min. width 320px max. height 250px	HTML5; (please refer to the detailed tech specs below).	n.a.	3	Max Initial File Load 200K Host-initiated subload 1MB refers to initial load size only, does not incl. video assets.	Redbull.com	5 business days
		<b>DEVICE</b>	<b>CREATIVE DIMENSIONS</b>	<b>FILE TYPE</b>	<b>ANIMATION MAX LENGTH SEC</b>	<b>LOOPS</b>	<b>MAX FILE SIZE</b>		<b>MIN SUBMISSION TIME</b>
<b>Video Ads</b>	<b>Pre-roll</b> (all devices except for iPhone) (skippable after :05)		desktop tablet smartphone	16:9 1920x1080 or 1280x720 up to 30 frames per second	.mov .mp4 VAST Tag; (only IMA3 conform Skip Ad Button)	N/A (recommend ed length of :15 to :30)	n.a.	<200 MB Only if site served, when 3 <sup>rd</sup> party served up to 5MB	3 business days
			iPhone only; non- skippable	16:9 1920x1080 or 1280x720 30 fps frames per second	.mov; .mp4; VAST Tag; (only IMA3 conform Skip Ad Button)	:08	n.a.	<200 MB Only if site served, when 3 <sup>rd</sup> party served up to 3MB	3 business days

(\* Please see below detailed tech specs

px = pixels

sec = seconds

Initial File Load = includes all assets and files necessary (.html, .js, .ccs, .woff, images, etc. for completing the first visual display of the ad. The initial file load size of an ad is limited in order to preserve the page load performance and thus the user's web browsing experience. For non-rich media ads, the initial file load size limit is all that's allowed for the ad. Host Initiated Subload = the additional file limit allowed for rich-media ads that is auto-initiated. For more information, please consult the [iAB Display Advertising Guidelines](#).

		CREATIVE DIMENSIONS	FILE TYPE	MAX LENGTH (SEC)	Sound	MAX FILE SIZE	MIN SUBMISSION TIME
Video Ads	<b>Pre-roll   Mid-Roll   Post-Roll</b>	16:9 MIN. 1280 x 720 MAX. 1920 x 1080	MOV, MP4	20 seconds*	YES (-23 LUFS). Stereo audio track required.	Max. 100 MB	Min 5 business days
	<b>VAST Pre-roll   Mid-Roll   Post-Roll</b>	16:9 MIN. 1280 x 720 MAX. 1920 x 1080	VAST tag	20 seconds*	YES (-23 LUFS). Stereo audio track required.	Max. 5 MB	

\*spot lengths of more than 20 seconds upon request.

		CREATIVE DIMENSIONS	FILE TYPE	MAX LENGTH (SEC)	LOOPS	MAX FILE SIZE	MIN SUBMISSION TIME
Video Ads	<b>In-Stream Select</b> (Skippable)	16:9	<a href="#">Link to Specs</a> Video URL: Upload a video on YouTube and set it as public or unlisted, providing Red Bull Media House with the video URL.	:60	n.a.	n.a.	Lead time: Min 5 business days
	<b>In-Stream</b> (Non-skippable)	16:9	Hosted on 3 <sup>rd</sup> party Ad Server: VAST tag: The tag needs to be from a certified vendor, needs to be secured (in HTTPS) and needs to contain those three video formats: FLV + MP4 + WebM.	:15	n.a.	n.a.	
				:30	n.a.	n.a.	
				<b>:06</b>	n.a.	n.a.	
<b>Optional Companion Banner</b>	300x60	.jpeg .gif VAST Tag served from a <a href="#">certified vendor</a> up to 24 fps <a href="#">Specs Link</a>	:30 all animation incl. loops must stop after 30 sec.; no sound; user-initiated/ auto play allowed.	n.a.	150K		

Red Bull TV		DIMENSIONS	FILE TYPE	MAX LENGTH (SEC)	MIN SUBMISSION TIME
Video Ads	Pre-roll	1920x1080 Full HD Aspect Ratio: 16:9	File Format: ProRes HQ	15 or 30 sec	Lead time: Min 8 business days
	Mid-roll		Container: .mov Frames per second: 25 fps Data Bitrate: min 220 mbps	10 sec, 15 sec, 20 sec, 30 sec, 45 sec, 60 sec, 90 sec	

Morecast		CREATIVE DIMENSIONS	FILE TYPE	MAX FILE SIZE	MIN SUBMISSION TIME
In-app advertising	<b>Interstitial</b>	320x480 / 480x320	jpg, png, gif (also acceptable in this formats as a <a href="#">placement tag</a> )*	150 K	Min 5 business days
	<b>MPU</b>	300x250	jpg, png, gif (also acceptable in this formats as a <a href="#">placement tag</a> )*	150 K	

\*Please always provide fallback as a picture or gif in case the rich media ad is not compatible with application framework.

**Tracking:** With picture/gif creative please keep in mind that we can only implement click and impression trackers. If you want to include more trackers, please send us a placement tag with the tracking on the creative already implemented.

## CREATIVE SUBMISSION AND TURNAROUND TIME

For RBMH hosted: Please send the respective file formats and click URL at least 3 days prior to launch for standard media & 5 days for rich media. **Please note that only image files(.jpg, .png...) and .gif are accepted for hosting. We cannot host rich media banners or banners via streaming links.**

For 3<sup>rd</sup> Party hosted: Please send the respective tags at least 5 days prior to campaign for testing, all third-party tags are subject to QA and testing prior campaign start.

## RESPONSIVE PARALLAX (\*)

Responsive ad unit

Minimum width: 320 pixels

Maximum width: 100% depending on the screen resolution;

Width x height breakpoints:

2560x300, 1750x300, 970x300, 320x300

## RESPONSIVE BILLBOARD (\*)

Responsive ad unit

Minimum width: 320 pixels

Maximum width 100% depending on the screen resolution; the creative should be delivered with one break point for the pixel height.

Width x height breakpoints:

2560x250, 1750x250, 970x250, 728x100, 320x100

## RESPONSIVE BANNERS CHECKLIST:

In addition to technical requirements found at the top of this document, these are important considerations when building responsive creative:

- Please make sure that banners **are able to break out of iFrame (iFrame buster).**
- Make sure that your ad serving solution **supports serving of responsive banners** as we can only accept placement tags and not HTML assets.
- Make sure to use the defined breakpoints. Take notice of change in height with responsive billboard from 250px to 100px at 729px

## CONTACT

For more information regarding technical specifications, please contact: [ziga.cerar@at.redbullmediahouse.com](mailto:ziga.cerar@at.redbullmediahouse.com)