INTERSTITAL

	Type	Limitations	Comments
Image	**Image**	**640 x 960 Pixels**	Display Ad only
Video	**Video**	**Recommended: 10 – 20 Seconds**	No automatic audio as default, subsequent polite load accepted
Physical File Size for direct implementation		**Max. 1 MB**	For all available devices
Formats		**PNG, JPG, BMP, GIF, HTML5**	Find the HTML5 specifications on the following pages
Tracking			All third-party suppliers are accepted including for viewability measurement.

> ⚠️ **Delivery of ad creatives**
> All ad creatives should be delivered separately to **ads@upday.com** 3 workdays prior to campaign start

Preview-Video

UPDAY HTML5 - SPECIFICATIONS

Banner Formats

The following standards apply to all formats with fixed size, i. e. fixed height and width, analogous to the IAB advertising media standards for standard forms of advertising, with the exception of advertising media that overlay, proportionally or freely scale the content of the web pages (e. g. Sitebar, compare: https://www.iab.com/newadportfolio/).

File Size

Like web pages, HTML5 advertising media consists of several elements that cannot be merged and compressed in a file the same way as Flash.
These are:

- HTML
- Files
- CSS
- Libraries (Javascript, JQuery, etc.)
- Pictures
- Videos

In order to avoid an unnecessary delay of the website structure and advertising material, it is important to ensure that the individual elements of the HTML5 advertising material are kept as small as possible – both in terms of their number and file size, in order to minimize server processes/requests. For this purpose, compilation methods of the code and code optimizations in a file must be applied.

The following limits must be observed:

- 1 MB physical, unpacked
- polite subsequent load is supported

This is to be kept by compression and optimization procedures as well as by economical use of animations and integration of external elements such as fonts and libraries, which are added to the file size as well. Subdirectory structures should be avoided.

Delivery

The HTML5 advertising material must be delivered as a zip file for each banner element. For example a wallpaper consists of 2 banner elements, 2 zip files would be necessary. Each zip file contains all objects of the advertising medium or the banner element, except externally loaded libraries, videos or fonts. The zip file(s) must contain an index.html file as starting point and all included scripts as well as all objects contained in the zip file(s) must be relatively linked.

Alternatively a redirect can be delivered.

Please note:
- VAST-Redirects are not supported.
- The click macro %%CLICK_URL_UNESC%% must be pasted in the scripts of HTML 5 advertising material and redirects to enable Google Ad Manager to count clicks. For further explanation see https://support.google.com/admanager/answer/7046799?hl=en

SSL capability (mandatory)

We would like to point out that as of May 2016, all components of a campaign (script, iFrame, redirect tags, agency counting pixels and other externally hosted resources) must be delivered as HTTPS compatible components in order to exclude display and measurement errors relating to violations of security settings of the different browsers across websites.

To do this, make sure that all resources are hosted on SSL-certified servers. Therefore, please check whether the systems you use for hosting the advertising media provide this option in a standardized way.

With this measure, the developments of the Internet Engineering Task Force (IETF) and the increasing importance of HTTPS-compatible advertising resources should be taken into account.

For further technical support, please contact ads@upday.com.

upday for SAMSUNG

Graphic Compression

Graphics should be optimized with regard to the file size.
The use of PNG crushers and scalable vector graphics is recommended.

Video

Videos in HTML5 advertising media are integrated via the tag <video></video>.
Ads with videos have to be provided with a preview image (poster), the video starts as soon as it is loaded or through user interaction on most mobile devices.

It should be noted that no click tags can be placed on videos on mobile devices.
The clicktag must be placed on an area outside the video. For further explanation see
https://support.google.com/admanager/answer/7046799?hl=en

The video must be optimized in regard to quality and file size and must be streamed in a suitable server environment.

Animation

When using animations, make sure that they do not strain the client CPU unnecessarily. Several parallel running animations and overlapping transparent graphics need to be avoided.
The use of CSS3 or Javascript animations should be chosen with consideration of the CPU and GPU load.