



Digital Advertising Guidelines - In-Page & In-App

As of January 2015

	Creative Unit Name	Initial Dimensions (WxH in pixels) & Aspect Ratio	Maximum Expanded Dimensions (WxH in pixels) & Aspect Ratio	Max Initial File Load Size Allowance (See further HTML5 guidance in notes)	Subsequent Max Polite File Load Size	Max Animation & Video Frame Rate	Max Animation & Video Length	Audio Initiation	Minimum Required Controls	Submission Lead-Time	Implementation Notes & Best Practices
Canadian Universal Ad Package Desktop - Laptop - Tablet	Leaderboard	728x90	Expands down: 728x360	Flash/image: 40 KB HTML5: 100 KB	unlimited if streaming video within the ad unit	24 FPS	30 seconds or less (loops included); 15 seconds recommended; maximum 3 loops	Audio must be user-initiated (on click: mute/unmute); default state is muted	<p>Expandable Creative: Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px)</p> <p>Retract Feature = Either click to close/expand or enable mouse-off retraction</p> <p>In-Banner Video: Video must include: Play, Pause, Mute (and/or volume control to 0). Note: A close button is not required as the video resides within the ad unit itself</p> <p>Take note of the Z-Index guidelines</p>	<p>Standard Creative: Accepted file formats include: GIF or .JPG images, Adobe Flash .SWF (not on tablet), or HTML5 See HTML5 guidelines in notes. Must provide a standard GIF/JPEG image backup file.</p> <p>Expandable Creative: Minimum 3 business days before campaign start to publisher</p> <p>Expandable Creative: Minimum 5 business days before campaign start to publisher, 10 days to rich media vendor</p>	<p>Must provide a standard GIF/JPEG image backup file. Expansion must be user-initiated. Pre-expanding ads NOT supported. Provide a call-to-action ("roll over to expand" or "click to expand") for clarity; retract instantly on mouse-off.</p>
	Large Leaderboard	900x150 (6:1)	Expands down: 900x450 (2:1)	Flash/image: 80 KB HTML5: 150 KB							
	Big Box	300x250	Expands left: 600x250	Flash/image: 40 KB HTML5: 100 KB							
	Half Page	300x600 (1:2)	Expands left: 600x600 (1:1)	Flash/image: 80 KB HTML5: 150 KB							
	Skyscraper	160x600	Expands left: 600x600	Flash/image: 40 KB HTML5: 100 KB							
Smartphone	Smartphone Fixed SD (Fixed positioning)	300x50 (6:1)	Varies; see full screen ad units page	GIF/JPEG: 40 KB HTML5: 50 KB	N/A	24 FPS	30 seconds or less (loops included); 15, 10 or 7 seconds recommended ; maximum 3 loops;	Audio must be user-initiated	<p>Controls = Play, Pause, Mute (and/or volume control to 0)</p> <p>Video may be played in native player which has standard controls</p>	<p>Minimum 3 business days before campaign start to publisher; 5 days for interstitials; 10 days to rich media vendor</p>	<p>Use only HTML5 or GIF/JPEG</p> <p>These units are commonly used for web or native apps</p> <p>For all smartphone ad units, it is recommended to clearly define what happens post-tap (e.g. call, app download, etc.)</p>
	Smartphone Fixed HD (Fixed positioning)	600x100 (6:1)		GIF/JPEG: 40 KB HTML5: 100 KB							
	Smartphone Scrollable SD (Within scrollable page)	300x100 (3:1)		GIF/JPEG: 40 KB HTML5: 50 KB							
	Smartphone Scrollable HD (Within scrollable page)	600x200 (3:1)		GIF/JPEG: 80 KB HTML5: 150 KB							
	Smartphone Fixed 2 SD (Fixed positioning)	320x50		GIF/JPEG: 40 KB HTML5: 50 KB							
Other Interactive Ad Units	In-Stream Video (Publishers may have their own specifications)	Adaptive 16:9 recommended	N/A	Provide largest resolution available 1080p recommended	50 MB maximum for video file load (confirm with publishers, especially for smartphone delivery); unlimited if streaming	Minimum= 24 FPS Maximum= 30 FPS Use source when possible	30 seconds or less, 15 seconds recommended; unlimited with user interaction	Always permitted	<p>Controls = Play, Pause, Mute (and/or volume control to 0)</p> <p>Video may be played in native player which has standard controls</p> <p>Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to mute control)</p>	<p>Minimum 5 business days before campaign start to publisher, 10 days to rich media vendor</p>	<p>Some publishers will run video ads using VAST & VPaid; read more about these standards in the glossary attached to these guidelines</p> <p>Use largest codec available</p> <p>Commonly used: 640x360 10 MB in MP4, WEBM and FLV formats</p> <p>All video ads should be presented alongside video content</p>
	Interstitial (Between the page)	Variable dimensions Aspect ratios recommended; see full screen ad units page Contact individual websites for their specifications/sizes	Expansion not allowed for this unit	Flash/image: 80 KB HTML5: 150 KB See full screen ad units page for further HTML5 files size allowances	2.2 MB unlimited if streaming	24 FPS	Max animation length: 10 seconds (loops included, maximum 2); disappears if no interaction; 30 seconds allowed only if user interacts within first 10-sec of display (otherwise ad disappears)	Audio must be user-initiated (on click: mute/unmute); default state is muted	<p>Include "Close X" button if covering content Font = 8pt (11px) - 16pt (21px)</p> <p>Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)</p> <p>Take note of the Z-Index guidelines</p>	<p>Minimum 5 business days before campaign start to publisher, 10 days to rich media vendor</p>	<p>Label = "Advertisement" Font = 8pt (11px) - 16pt (21px)</p> <p>Recommended that final frame contains pertinent information and that a frequency cap of 1 per hour per user be considered</p> <p>See the full screen ad units page for common aspect ratios & resolution sizes</p>
	OTP (Over the page)	Variable initial dimensions Commonly used: 640x480 500x500	Expansion not allowed for this unit	Flash/image: 80 KB HTML5: 150 KB	2.2 MB unlimited if streaming	24 FPS	Max animation length: 10 seconds (disappears if no interaction); unlimited with user interaction	Audio must be user-initiated (on click: mute/unmute); default state is muted	<p>Control = "Close X" Font = 8pt (11px) - 16pt (21px)</p> <p>Video must include: Play, Pause, Mute (and/or volume control to 0)</p> <p>Take note of the Z-Index guidelines</p>	<p>Minimum 5 business days before campaign start to publisher, 10 days to rich media vendor</p>	<p>Label = "Advertisement" Font = 8pt (11px) - 16pt (21px)</p> <p>A click on the transparent area should immediately stop the animation. Contact individual websites for their specifications/sizes.</p>
	Catfish (Bottom of the page)	Site width x 60	Expansion not allowed for this unit; see Rising Stars Slider unit for expanding option	Flash/image: 40 KB HTML5: 100 KB	2.2 MB	24 FPS	30 seconds or less, no loop; recommended that final frame contains pertinent information	Audio must be user-initiated (on click: mute/unmute); default state is muted	<p>Control = "Close X" Font = 8pt (11px) - 16pt (21px)</p> <p>Video must include: Play, Pause, Mute (and/or volume control to 0)</p>	<p>Minimum 5 business days before campaign start to publisher, 10 days to rich media vendor</p>	<p>Must provide colour code for the filler sides</p>



Important Notes & Conventions

Important Notes:

1. If collecting or using behavioural advertising, ensure proper notice & user choice is present. IAB Canada recommends the Canadian Ad Choices Program: <http://www.YourAdChoices.ca>; Additional file size allowance for icon/notice: 5 KB
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). 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. Max CPU usage of 20% for in-page and 30% for full screen is based on the publisher-defined benchmark end-user CPU for its audience. Consult with each publisher individually for their benchmark number for testing. With Flash, filters and vector art can cause excessive CPU usage.
4. Ad unit content must be clearly distinguishable from normal content (i.e. have a distinct dark grey border around it, to differentiate itself from the page/s/app's content).
5. All interstitials are recommended to have a frequency cap of 1 per hour per user at minimum.
6. Ad units that are not fixed sizes should have portrait/landscape equivalent layouts. Pixel sizes listed above can be reversed. As the user adjusts their phone, the creative should load the appropriately resized ad.
7. Custom ad units not mentioned here (i.e. wallpapers, microsities, etc.) may be accepted by publishers, but specifications are based on individual website requirements and are not standardized by IAB Canada.
8. Creative should click through to a webpage, NOT an application or file, unless explicitly stated in the advertisement what the user can expect post-click. All links should open in a new window.
9. IAB Canada encourages displaying rich media type ads on devices such as smartphones & tablets, so long as they use HTML5 (Flash does not work on most devices).
10. Best practice is to have only one rich media ad unit per page. Recommended frequency cap is 1 per hour per user.
11. High resolution creatives may be accepted by some publishers for higher quality images on double-density/retina displays. The accepted file weight for these high resolution creatives will also increase, but should be no more than double the file size noted in these guidelines. Check with the media provider for accepted file weights. To identify these creatives note 2x in the file name.

Adobe Flash Conventions:

1. All Flash creative must be 24 FPS or lower.
2. Flash Player version 11.8 (SWF version 21) and below accepted.
3. Currently, IAB Canada recommends AS2 for Flash creative.
4. STANDARD ADS should be served as WMODE "Opaque".
5. FLOATING ADS should be served as WMODE "Transparent".
6. Do NOT use the stage colour property to set a background, use a graphic object instead.
7. Filters and vector art can cause excessive CPU usage and slow older computers.

* Not all smartphone & tablet devices accept Flash.

Rising Stars Ad Units:

Rising Stars ad units are designed to be the only rich media ad unit displayed on a webpage; typically the homepage. Due to the increased file load size, displaying a Rising Star ad alongside any other rich media ad unit may compromise page-load performance.

Learn more about the Rising Stars ad units below:

Display Rising Stars: <http://www.iab.net/risingstars#1>

Mobile Rising Stars: <http://www.iab.net/risingstars#2>

Video Rising Stars: <http://www.iab.net/risingstars#3>

HTML5 Guidelines:

HTML5 compressed (.zip) file allowance includes all assets contained within an ad package, which would be displayed upon loading. Duplicate assets for high resolution displays are considered one asset in the ad package, contributing respectively to the overall file size.

Includes HTML, images, CSS, JavaScript, font files, media and any other files which contribute to the ad display, zipped.

Creative/Tag Naming Conventions:

Creative Naming Convention: [Language_Size_Client_Campaign_CreativeVersion.FileType](#) (Example: [en_300x250_gm_cadillac_c01.html](#))

Ad Tag Naming Convention: [Language_Size_Client_Campaign_TagVersion.FileType](#) (Example: [en_300x250_gm_cadillac_t01.txt](#))

Versioning: The c01 or t01 at the end of either an ad creative or ad tag, stands for "creative version one" or "tag version one." Any time ad creative is revised, the version should be changed to c02, c03, etc., so that Ad Operations can traffic the correct ad.

Date Stamp (publisher ad operations only): When ad creative has been received from an Agency, a date stamp may be added to the end of the creative as follows: [Language_Size_Client_Campaign_c01_YearMonthDay.FileType](#) (Example: [en_300x250_gm_cadillac_c01_121204.swf](#))

See point 11 above with regards to identifying larger file sizes.

Placement Name Conventions:

In an attempt to expedite the process of getting a campaign booked, pushed live and paid for, IAB Canada recommends a standard way to name placements on both the publisher and agency ad servers (if there is the ability to adjust, as some companies have global naming schemes):

Agency_Client_CampaignName_PublisherName_PlacementDescription_PricingDescription_AdSize_Targeting_CreativeDescription_Language

Example: [M2_Toyota_Scion_Casale_ROM_CPM_300x250_M18-54_Roadshot_EN](#)

Full Screen Aspect Ratio Guidelines

Aspect ratios maintain their shape across different screen sizes. This makes it easier for creative teams to develop a vision that will look similar cross-device. Below is a reference chart of common aspect ratios and their equivalent landscape & portrait resolution sizes. A more formal database of resolution sizes, aspect ratios and common devices is currently being produced to live on the IABCanada.com website.

IAB Canada recommends companies consider using aspect ratios for digital ad creatives, to help provide a seamless ad experience regardless of screen size. Be sure to use vendors that can serve the ads properly.

	Aspect Ratio	Landscape Dimensions	Portrait Dimensions	Max Initial File Load Size (HTML5)	Implementation Notes & Best Practices
Full Screen Creative	3:2 / 2:3	960x640	640x960	200 KB	<p>Subsequent Max Polite File Load Size: 2.2 MB</p> <p>Max Animation & Video Frame Rate: 24 FPS</p> <p>Max Animation & Video Length: 10 seconds or less (loops included)</p> <p>Audio Initiation: Audio must be user-initiated (on click: mute/un-mute); default state is muted</p> <p>Minimum Required Controls: Include "Close X" button if covering content</p> <p>Submission Lead-Time: Minimum 5 business days before campaign start to publisher, 10 days to rich media vendor</p> <p>Important Notes:</p> <ul style="list-style-type: none"> - Take note of the Z-Index guidelines. - Recommended that the final frame contains pertinent information. - Work with publishers for file increase allowances for larger resolutions. <p>To Minimize File Sizes:</p> <ul style="list-style-type: none"> - Use .svg vector where possible. - Use .webp image files where possible. - Minify file code where possible. <p>To Minimize Server Calls:</p> <ul style="list-style-type: none"> - Reduce the number of files being called. <p>- Design for aspect ratios, so that one file can be used for multiple creative sizes.</p>
		1920x1280 2560x1700	1280x1920 1700x2560	300 KB	
	4:3 / 3:4	640x480	480x640	150 KB	
		1024x768	768x1024	200 KB	
		1600x1200	1200x1600	250 KB	
		1920x1440 2048x1536	1440x1920 1536x2048	300 KB	
	5:3 / 3:5	800x480	480x800	150 KB	
		1280x768	768x1280	200 KB	
	16:9 / 9:16	960x540 1136x640 1280x720	540x960 640x1136 720x1280	200 KB	
		1366x768 1600x900	768x1366 900x1600	250 KB	
		1920x1080 2560x1440	1080x1920 1440x2560	300 KB	
		16:10 / 10:16	1280x800 1440x900 1680x1050	800x1280 900x1440 1050x1680	
	1920x1200 2560x1600		1200x1920 1600x2560	300 KB	



IAB Canada Z-Index Guidelines

IAB Canada developed these Z-Index settings to assist in website development in order to eliminate conflicts between graphic and ad elements on webpages.

Z-Index Range	Content Type	Details
< 0	Background Elements	Not to exceed -2147483648
0 - 4,999	Main Content, Standard Ads	Standard ad tags in place with regular content; includes OBA self-regulation message (CLEAR Ad Notice for Ad Choices)
5,000 - 1,999,999	Expanding Advertising	The entire expandable ad unit should be set within this range
2,000,000 - 2,999,999	Floating Advertising	Over The Page ads (OTP's)
3,000,000 - 3,999,999	Pop-up Elements	Chat windows, message notifications
4,000,000 - 4,999,999	Non-anchored Floating Elements	Survey recruitment panels
5,000,000 - 5,999,999	Expanding Site Navigation Elements	Drop down navigation, site warnings, etc. Only the expanding portion of navigation elements should be included on this level
6,000,000+	Full-page Overlays	Full-window OTP (over the page) ads and Interstitials (between the page) ads IF they cover page content

IAB Canada Glossary of Terms

Term	Definition
Animation	A programmatically generated display of sequential images, creating the illusion that objects in the image are moving. Not digital video, as it relates to this document (see below for digital video).
Audio	The audible file that accompanies ads. Advertising audio should never play without user-initiation.
Banner	Also known as "display ads", banner advertisements are a form of graphical ads embedded into a webpage, typically including a combination of static/animated images, text and/or video, designed to convey a marketing message and/or cause the user to take an action. Banner dimensions are typically defined by width and height, represented in pixels.
Billboard	An IAB Rising Stars ad unit template designed with options for rich interactivity to display prominently inline with publishers' webpage content, but with a close button that collapses the ad completely if a user isn't interested in the content displayed in the ad unit. See: http://www.iab.net/risingstars
Byte	A unit of digital information in computing and telecommunications that most commonly consists of eight bits. Historically, a byte was the number of bits used to encode a single character of text in a computer and for this reason it is the basic addressable element in many computer architectures.
Campaign	The advertising period in which a given marketing strategy is to be executed.
Catfish	An ad that expands to the width of a publisher's website with the height of 90 pixels. It sticks to the bottom of the page and does not expand. See Rising Stars Slider for an expandable version of this type of ad.
Click	An interaction between a website visitor and the browser in which the website visitor uses a device, such as a mouse, to move the cursor (or pointer) to an active area on the screen and then deliberately interacts with that area by clicking a button on their device, triggering an event. In the case of touch-screen devices, the user "clicks" by touching the active area with their finger or a stylus.
Close X	A creative control that enables a user to close an ad (remove it from view), or to reduce an expanded panel back to its original size.
Collapse	An event where the expanded panel of an expandable ad reduces to its original size, or disappears completely.
Controls	Active elements of an ad that enable a user to control the advertising experience. Examples of common controls include the "Close X" button in an expandable ad or the play/pause/mute buttons in a video player.
CPU	CPU is an acronym for Central Processing Unit, the key component of a computer system, which contains the circuitry necessary to interpret and execute program instructions.
CPU Usage %	A guideline for the amount of central processing power used to display advertising content compared to what's available on an individual's computer. CPU usage percentage can be measured directly, during the execution of an online ad. In addition to file size, the complexity of drawings, gradients, slow moving animations and detailed moving elements can affect the number of calculations the CPU must make for each frame.
CPU Spike	A brief jump in central processing power, sustained for no more than X seconds, experienced while "heavy" content is loaded/executed.
Creative	An advertising unit created by an ad designer, in accordance with publisher specifications and guidelines, for the purpose of communicating a marketing message to that publisher's audience. One creative may consist of multiple files in various formats, such as standard images, animation, video, execution files (.html, .js, etc.), and other files that work together for an interactive experience.
Creative Dimensions	Measured in pixels, the width and height of an ad unit (WxH). The width is always the first dimension listed, followed by the height dimension (i.e. an ad that is 350x200 is 350 pixels wide by 200 pixels high).
Cursor	The graphical representation of a "pointer" on a user screen, controlled by the user's interaction with controlling devices such as a mouse, mouse pad, stylus or other input hardware.

Expandable Ads	Rich media ads that can be enlarged to dimensions beyond the initial dimensions of the placement they fill on the webpage. The user initiates expanding events, sometimes after the ad initially expands briefly on its own to catch the user's attention.
Expanded Dimensions	The secondary dimension of an expanding ad unit, after the ad is expanded (e.g. 728x360). Initial dimensions are fit to the dimension of the placement (e.g. 728 x 90). Then, either by auto-play or by user interaction, the ad unit expands to its secondary dimension.
Filmstrip	An IAB Rising Stars ad unit template that is 350x3000 pixels, divided into five 350x600 pixel segments that scroll by user interaction through a 350x600 pixel placement "window." See: http://www.iab.net/risingstars
Flash	Software developed by Adobe used to build, generate, and play animated files. Also used to define the creative files generated by the program.
FPS	FPS is an acronym for Frames Per Second, the metric used to indicate the frame rate of animated or video creative content.
Frame Rate	The rate at which video frames or animated images display as the video or animated file executes, measured as the number of frames per second (FPS).
GPU	GPU is an acronym for Graphics Processing Unit. In modern computers, the GPU handles graphical processing, decreasing the processing burden handled by the CPU.
Hot Spot	A "hot spot" is an area of an ad unit, which when rolled-over/rolled-on by the user's cursor, such rollover triggers an event (i.e. expand ad). The trigger event should not occur unless the user's cursor rests in the hotspot zone for at least 1-second. Hotspots should never initiate audio (audio should only be initiated by a click). When hotspots are used, the trigger event should stop immediately upon the user's cursor leaving the hotspot zone (i.e. ad collapses), and the ad unit should return to its original state.
In-Banner Video	A video delivered as part of (inside of) the display ad creative for a given placement rather than initiating the use of a video player.
Initial Dimension	The original width and height (in pixels) (e.g. 728x90) of an expanding ad, typically matched to the placement dimensions. Expanding ads are designed to expand to a dimension larger than the initial dimension (e.g. 728x360).
Initial File Load	The size of the creative file(s) for an ad, measured in KB or MB, that load along with (inline with) the webpage files that load when a user first initiates a page load. 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.
Interstitial	A full page ad that is shown between pages online, or within an application on a mobile device.
Kilobyte (KB)	A multiple of the unit 'byte' for digital information, used to quantify computer memory or storage capacity equal to a 1,000 bytes (or technically, $2^{10} = 1,024$ bytes). For the purposes of this document, this measure relates to creative file size. (See definition for Byte)
Megabyte (MB)	A multiple of the unit 'byte' for digital information, used to quantify computer memory or storage capacity equal to 1,000 kilobytes (or technically, $2^{20} = 1,048,576$ bytes). For the purposes of this document, this measure relates to creative file size. (See definition for Byte)
Mouse-off	The act of a user moving the cursor away (off) from the hot spot of an ad. Mouse-off by a user may trigger an event, such as collapsing an expanding panel or stopping any animation in progress.
Mouse-over	The act of a user moving the cursor and resting it on the hot spot of an ad for at least one second. Mouse-over may trigger an event such as expanding the ad or initiating an animated sequence within the ad. Mouse-over may NOT initiate audio play.
OBA	Acronym for online behavioural advertising, which is also sometimes called "interest-based advertising". Online behavioural advertising uses information gathered through web browsers to help predict consumer preferences and show ads that are more relevant and/or useful to the consumer.

The Canadian Self-Regulatory Principles for Online Behavioural Advertising	The Ad Choices program is an effort by many of Canada's largest marketing and advertising trade associations to give consumers more information and choice about online behavioural advertising. The program requires companies to clearly inform consumers about their data collection and use practices and to enable consumers to exercise greater control over the behavioural advertising they encounter.
-or- Ad Choices program	A central element of the Canadian Self-Regulatory Program for Online Behavioural Advertising (also called the Ad Choices program) is the clickable Ad Choices Icon (a blue i triangle), placed on or near online advertisements that links users to information about online behavioural advertising. When the Icon is clicked, the consumer is able to identify the companies involved in serving such ads to them, and see a description of each company's data collection and use practices. The Icon should also link users to a Choice mechanism they can use to opt out of future online behavioural advertising. Companies who collect or use online behavioural advertising are encouraged to sign-up to the Canadian Ad Choices program. Visit: http://www.YourAdChoices.ca
-or- OBA Self-Regulation	
Overlay	An ad unit that displays over the webpage content briefly when initiated.
Pause	A video, animation or audio control that enables users to stop the video, animation, or audio from playing until the user is ready to resume play.
Pixel (as a unit of measure)	The smallest unit of measure for graphical elements in digital imagery and used as the standard unit of measure for ad creative (i.e. 350x200 pixels). Pixels may also represent x/y coordinates relevant to a given space, such as the browser window, an application workspace or the user's computer screen. (See also "Tracking Pixel")
Play	A video, animation or audio control that enables a user to initiate (or avoid initiating) the video, animation or audio of an ad.
Polite file load	Withholding a portion of the total ad creative file size (besides any initial file load size) from loading on a page until publisher content has loaded.
Pop-up Ad	Any advertising experience where visiting a website in an initial browser window initiates a secondary browser window to deliver an ad impression directly above the initial browser window.
Portrait	An IAB Rising Star ad unit template that uses up to three interactive modules chosen (by the ad designer) from a variety of modular application options in a 350x1050 pixel space. See: http://www.iab.net/risingstars
Progress Bar	A video or animation control that shows users the progression of the video or animation in relation to its total duration.
Progressive Load Video	A distribution method for serving video files in which the video file downloads progressively into the cache of a user's computer, much the same way images and other content elements are downloaded.
Pushdown	An IAB Rising Stars ad unit template designed for rich interaction in a space similar to, but larger than, an expanding leaderboard, with initial dimensions of 970x90 pixels and expanded dimensions of 970x415 pixels.
Retraction	An event programmed into an expandable ad that causes the ad to be reduced to its original dimensions (i.e. the expanded portion of the ad retracts).
Rising Stars Display Ad Units	IAB US invited companies and individuals to submit ad templates designed to drive brand equity. Six templates were chosen to be validated by the market. Rising Star Display Ad Units are designed to be the only ad on a page. Their file load limits are larger than for other ads, so not only would a Rising Star Ad Unit overshadow any other ads on the page but they would also compromise the performance of the page should other ads be allowed to load simultaneously. IAB Canada supports and wishes to promote these new ad units. See: http://www.iab.net/risingstars
Rollover	The willful pause of the user's cursor on the target portion of the creative (the "hot spot"), such pause lasting at least one second in duration, before an action may be initiated by the ad (i.e. trigger an expand event, etc.). This one-second pause/delay requirement prevents unwanted, user-initiated actions and false reporting of user engagement.
Sidekick	An IAB Rising Stars ad unit template initially displayed as one of three standard ad unit dimensions, but upon user initiation, "pushes" publisher content to the left to display a canvas of up to 970x550 pixels full of rich interaction. See: http://www.iab.net/risingstars
Slider	An IAB Rising Star Ad Unit template designed with an overlay "slider" (90 pixels high) that rests at the bottom of a publisher's page and when prompted by user interaction, slides page content to the left for a canvas of 970x550 pixels full of rich interaction possibilities for user engagement. See: http://www.iab.net/risingstars

Standard Ad Units	A set of ad specifications for standard image or animated in-page ad units that establish a framework for advertising inventory and webpage design.
Streaming Video	A distribution method for serving video files such that the video is played over a persistent connection between the browser and the ad server. Versions of the file at different levels of compression (quality) can be served based on detection of the user's Internet bandwidth.
Submission Lead Time	The number of business days (non-weekend/non-holiday days) prior to a campaign going live in which a publisher needs to validate/troubleshoot advertiser submitted creative(s) for a campaign.
SWF	Acronym for Shockwave Flash. ".swf" is the file naming extension used for animated files compiled using Adobe Flash software.
Tracking Pixel	A 1x1 pixel-sized transparent image that provides information about an ad's placement. In many cases, a tracking pixel is used to notify an ad tracking system that either an ad has been served (or not served, in some cases) or that a specific webpage has been accessed. Also known as: beacon, web beacon, action tag, redirect, etc.
Universal Ad Package (UAP)	A set of four ad units (728x90, 300x250, 160x600 and 180x150 pixels) offered by UAP-compliant publishers as a 'package' where ads in in these four formats are used collectively across the publisher's site, enabling advertisers to reach more of the publisher's audience. CUAP stands for Canadian Universal Ad Package.
User	An anonymous person who uses a web browser to access internet web content.
User-Initiation	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). When a user engages the ad using a rollover action, the user's cursor must rest on the hotspot for at least one second before any action may be initiated in the ad. See the definition for rollover for more information.
VAST	The IAB Video Ad-Serving Template (VAST) enables a seamless exchange of video ads across multiple video player platforms by using a common format for video ad responses. It enables publishers to accept ads from multiple advertisers, and allows advertisers to use the same ad across multiple publishers. VAST ads can be delivered to any VAST-compliant player without compatibility concerns. See: http://www.iab.net/vast
VPAID	The Video Ad API Definition (VPAID) standardizes communication between video players and in-stream video ads. Working in concert with VAST, VPAID allows video players and in-stream video ads to remain in sync. VPAID offers advertisers more control over rich interactive video behaviour. See: http://www.iab.net/vpaid
Video or Digital Video	In online advertising, the digital recording of a physical event or animated files that have been transcribed into a digital video format.
Volume	A control that enables users to adjust the audio output of ad creative. Volume controls should always allow adjustment down to zero (0) output.
Z-index	Enumerated layers of elements and content on a publisher's webpage. Consideration of the Z-element in page content design such as navigation, imagery, and ads is important for providing a seamless experience when page content overlaps. (i.e. an expanding ad with a Z-index that is less than navigational elements may give the appearance that page navigational elements are showing through the expanded portions of the ad.)