

**IAB CUAP 2.0 - Rich Media Advertising Standards**

Ad unit	Size (pixels)	Initial File Size	Additional Filesize "Polite" Download	Timing	Frequency	Expanded Size On Mouseover Always Collapses on Mouse Off	Video	Audio	Control "must-haves"	Flash Specifics
Superbanner/ Leaderboard	728x90	40K	2.2 MB additional (Note: Additional bandwidth to be paid by advertiser)	15 sec of animation / 30 sec. of video	No limit	Extension panel size=728x270, fully-expanded ad size=728x360 maximum, position of extension panel (up/down) depends on where ad resides on Webpage	plays automatically	must always be user-initiated	audio on/off, video stop/play/pause, IAB standard "close" box; top right corner location, "close" box appears no later than 4 sec. following initiation	18 frames per sec. Minimum player version 6
Big Box	300x250	40K	2.2 MB additional (Note: Additional bandwidth to be paid by advertiser)	15 sec of animation / 30 sec. of video	No limit	Extension panel size=300x250, fully-expanded ad size=600x250 maximum, position of extension panel (up/down/right/left) depends on where ad resides on Webpage	plays automatically	must always be user-initiated	audio on/off, video stop/play/pause, IAB standard "close" box; top right corner location, "close" box appears no later than 4 sec. following initiation	18 frames per sec. Minimum player version 6
Skyscraper	160x600	40K	2.2 MB additional (Note: Additional bandwidth to be paid by advertiser)	15 sec of animation / 30 sec. of video	No limit	Extension panel size=160x600, fully-expanded size=320x600 maximum position of extension panel (right/left) depends on where ad resides on Webpage	plays automatically	must always be user-initiated	audio on/off, video stop/play/pause, IAB standard "close" box; top right corner location, "close" box appears no later than 4 sec. following initiation	18 frames per sec. Minimum player version 6
Pageover/ Floating Ads	500x500 (maximum)	80K	2.2 MB additional (Note: Additional bandwidth to be paid by advertiser)	7 sec. - self terminating (Ad disappears off page or "lands" in originating or other ad unit) Note: User interaction overrides the 7 sec. limit	Recommended: 1 per visitor session - publisher can decide otherwise	No expansion	plays automatically	must always be user-initiated	audio on/off, video stop/play/pause, IAB standard "close" box on top right corner of panel, "close" box appears no later than 4 sec. following initiation	18 frames per sec. Minimum player version 6
Transitional / Between Webpage Ads	640x480	120K	2.2MB additional (Note: Additional bandwidth to be paid by advertiser)	7 sec. - self terminating Note: User interaction overrides the 7 sec. limit	Recommended: 1 per visitor session - publisher can decide otherwise	No expansion	can play on-demand or automatically	must always be user-initiated	audio on/off, video stop/play/pause, use IAB standard "skip ad" box on top right corner of panel, "skip ad" box appears no later than 4 sec. following initiation	18 frames per sec. Minimum player version 6