

<b>CUAP 2.0 Rich Media Standards</b>		
<b>1) Purpose</b>	<p><b>Document Purpose</b> The CUAP 2.0 for Rich Media has been developed to allow Advertisers, Agencies and Publishers to create advertising using ad formats that will run across a broad range of Canadian Websites. Designers will, for the most part, will be able to conceptualize and develop creative independently of a media plan, as done in other communication mediums such as radio, print and television.</p> <p><b>Ad Format Scope</b> The CUAP 2.0 Standard for Rich Media includes recognized standard advertising formats for Canadian sites. Some Publisher Websites and Ad-serving Vendors offer other ad formats which can be added to campaigns. If these other ad unit sizes become widely used, they will be added to the CUAP Rich Media standard following IAB review. (See "Submission of new standard units")</p>	
<b>2) Rich Media Vendors</b>	<p><b>Rich Media / Ad-serving Vendors</b> Currently, the IAB identifies the following companies as potential 3rd party Ad-serving Vendors for Rich Media. EyeReturn, PointRoll, EyeBlaster, Motif, Atlas TopLayer, Adcentric, Klipmart. In order to receive IAB Canada CUAP 2.0 compliance recognition, Ad-serving Vendors must submit a note of compliance with IAB Canada CUAP 2.0 standards by May 1, 2006.</p> <p><b>Vendor Recognition</b> <b>Note:</b> The above Ad-serving Vendors may have file weight conditions less than that allowed within IAB Canada's CUAP 2.0. Where this occurs, Advertisers are responsible for incremental charges that exceed Ad-serving Vendor-set limits. New Rich Media/Ad-serving Vendors are welcome to apply for IAB Canada vendor compliance recognition. Vendors must submit documentation certifying compliance with IAB Canada's CUAP 2.0 Rich Media standards in order to be termed a recognized compliant Canadian Rich Media Vendor by IAB Canada. Vendor submissions must be approved by both IAB Canada Publisher and Agency Councils before a Vendor will be recognized by IAB Canada.</p>	
<b>3) New Rich Media Formats</b>	<p><b>Industry Advancement</b> IAB Canada recognizes that the Interactive advertising industry continues to evolve at a rapid pace. Innovative, new, rich media formats are regularly developed and require broad awareness in order to maximize industry acceptance.</p> <p><b>Recognition of New Rich Media Units</b> CUAP 2.0 Rich Media standards will be reviewed and updated semi-annually. Publishers, Advertisers, Agencies and Vendors may all submit ad units for possible inclusion into IAB Canada CUAP Rich Media standards. Submissions must include recommended ad unit parameters and rationale as to why the ad unit should be considered for inclusion.</p>	
<b>4) Best Practices</b>	<p><b>Standard "Close" Box</b> The standard "close" button must appear in the top right hand corner of the advertising no later than 4 seconds following initiation of the rich media portion of the ad.</p> <p><b>Ad Testing</b> It is recommended that Rich Media ad creative be submitted to Publishers for testing, approximately 5 working days in advance of any advertising campaign.</p> <p><b>Ad Expansion Priority</b> While the possibility of one expandable ad unit overlapping another is remote, (once cursor is removed from expandable ad; the ad should compress), in cases where this is possible or probable, it is recommended that the expansion of the second ad be placed over top of previously expanded creative.</p>	
<b>5) Standard Definitions</b>	<p><b>"Additional/Polite Download"</b> Technology designed to push ads into a Web browser's cache only when the computer's bandwidth is idle. The ad then plays from the cache when the user has requested a new Web page. By downloading the ad in this manner, Advertisers and Agencies will not interfere with the user's desired Web browsing experience, and hence stand to gain more acceptance to their ad unit, during the next opportunity the user has to see it.</p> <p><b>"Expandable Ads"</b> Ads which expand on user-interaction. <b>Vendor Examples-</b> eyeReturn XX, Point Roll Fatboy, Eyeblaster (User) Expandable, Klipmart Expandable</p> <p><b>"Pre-Expanded Ads"</b> Ads which automatically expand on page load then retract into the ad unit. <b>Vendor Examples-</b> Point Roll Towelboy, Eyeblaster (Auto) Expandable</p> <p><b>"Floating Ads"</b> Ads which run over the surface of the Web page while the Web page is still visible. Ads can be initiated automatically or as a result of user interaction. Upon completion of the ad unit execution, the ad can either disappear completely, or "land" in it's originating or other location, or within an ad unit on the same Web page. <b>Vendor Examples-</b> eyeReturn Voken, Eyeblaster Floating ad, Klipmart Floater</p> <p><b>"Float to Ad Unit"</b> Floats for a pre-set period of time, then disappears into standard ad unit, which can be expanded on mouse-over. <b>Vendor Examples-</b> eyeReturn Voken to Ad Unit, Point Roll Badboy</p> <p><b>"Transitional / Between Webpage"</b> Ads which launch between Web pages in a Website. Upon completion of the ad unit execution, a new Web page is launched.</p> <p><b>"Standard Close Box"</b> Uniform IAB created graphic (32x16 pixels) which closes expandable rich media ad or stops page over / floating or transition ads.</p>	