

1ST Screen

1.1 PLEASE READ

1. Client is required to provide 1st Screen with campaign creative a minimum of 3 working days prior to IO start date. Late receipt of creative may result in late launch of a campaign.
2. Where third party tags are being provided, these must follow the 1st Screen specification document, which will be provided to Client quarterly.
3. Where creative has been provided to 1st Screen before 1pm (AEST), then 1st Screen will acknowledge receipt on that same day; and where the assets have been provided to 1st Screen after 1pm (AEST), then by midday on the following day.
4. Creative will be tested by 1st Screen prior to launch to ensure assets are functioning correctly.
5. In the case that sent creative has been tested by 1st Screen and deemed to be non-functional, Client will be immediately notified and will not be set live until retested successfully.
6. Should a campaign be unable to run due to non-functional creative, 1st Screen will have the right to bill according to the terms of the insertion order. At 1st Screen discretion, this will be held as credit to be used on future campaigns.

For more information, please contact: adops@1stscreen.com

Mobile

Mobile - Banners

Dimensions:	Format	MAX File Size	MAX Animation/Vid duration	File Format
Banner	320x50	15K	15 sec, unlimited loops Dark border required. Animation can include a Replay.	Layered PSD or AI (if ME building) GIF & high-res JPG files
MREC	300x250	30k		
Interstitial	320x480 Landscape - 480x320			
Branded Rewards	600 x 400	100k	16 secs	600 x 400

Mobile - Rich Media

Dimensions:	Format	MAX File Size	MAX Animation/Vid duration	File Format
Standard Rich Media Banners	320x50	100k	15 sec, unlimited loops Dark border required. Animation can include a Replay.	Layered PSD or AI(if ME building) GIF, JPG, Animated GIF, PNG, HTML5 (served by third parties only), Javascript. Standard: MRAID 1.0 or MRAID 2.0 HTML5 should support GPT Sync, Async and Legacy Dart rendering. HTML5 should always conform to the ad boundary and visibility that are set by the site, in particular when ad div is relocated or hidden on window resizing.
	300x250			
Interstitial	320 x 480 Landscape - 480 x 320	150K	15 seconds max. Dark border required. Animation can include a Replay.	GIF & high-res JPG files - Click and Impression trackers

Mobile - Video - Interstitial - ads that appear between two content pages. Also known as transition ads, intercommercial ads and splash pages.

Dimensions:	Resolution	Max File Size	Vid duration	File Format	Video Bit Rate	Audio	Frame Rate	Aspect Ratio
VIDEO	320x480	H.264 MP4 / MOV under 500MB	15sec	MPEG (.MP4) VAST is universally supported, VPAID is supported, but only by certain publishers so please consult with us before running it.	600k^1024kbs + 64k^128	64k^128 @ 44.1kHz +	30fps +	4:3
Rovio - Video ads	480x320	20MB		Allowed with sound user initiated and control button (pause, sound on/off)	512 kbps	96 kbps HE-AAC, channels 2, audio sample rate 16 bit (48 kHz), audio level range: -3 dBfs to -1 dBfs	25 FPS (PAL)	16:9
Pre-roll	640 x 360	10MB		MPEG (.MP4) VAST is universally supported, VPAID is supported, but only by certain publishers so please consult with us before running it.	600k^1024kbs + 64k^128			
Video/ Interstitial	320x480 Landscape - 480x320	H.264 MP4 / MOV under 500MB						



320 x 50
Banner



300 x 250
MREC



320x460
Interstitial/Video

Supported Third Party Tags

Sizmek | Doubleclick | Facilitate | Medialets | Bonsai

Supported Trackers

Atlas and Kochava trackers.

Tablet

Tablet - Banners

Dimensions:	Banner Size	Max File Format	MAX Animation/Vid duration	File Format
Leaderboard	728 x 90	40kb	15 sec, unlimited loops Dark border required. Animation can include a Replay. 15 seconds max. Dark border required. Animation can include a Replay.	HTML5 should support GPT Sync, Async and Legacy Dart rendering. HTML5 should always conform to the ad boundary and visibility that are set by the site, in particular when ad div is relocated or hidden on window resizing.
MREC	300x250	30kb		
Interstitial	768x600 Landscape - 600 x 768	50k		
Branded Rewards	600 x 400	100k		

Tablet - Rich Media

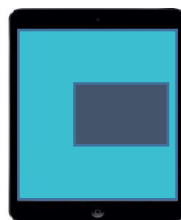
Dimensions:	Banner Size	MAX File Size	MAX Animation/Vid duration	File Format
MREC	300x250	80K	15 secs, unlimited loops Dark border required. Animation can include a Replay	Layered PSD or AI(If ME building) GIF, JPG, Animated GIF, PNG, HTML5 (served by third parties only), Javascript. Standard: MRAID 1.0 or MRAID 2.0 HTML5 should support GPT Sync, Async and Legacy Dart rendering. HTML5 should always conform to the ad boundary and visibility that are set by the site, in particular when ad div is relocated or hidden on window resizing.
Leaderboard	728x90			

Tablet - Video

Dimensions:	Resolution	MAX File Size	Vid duration	File Format	Video Bit Rate	Audio	Frame Rate	Aspect Ratio
Video	640x480	H.264 MP4 / MOV under 500MB	15sec	MPEG (.MP4) VAST OR VPAID	600k^1024kbs + 64k^128	64k^128 @ 44.1kHz +	30fps +	4:3
	640x360							
ROVIO - Video ads	480 x 320	20MB						
Pre-roll Video	1024x768 landscape, 768x1024 portrait) Resolution: 640 x 360	H.264 MP4 / MOV under 500MB	Allowed with sound user initiated and control button (pause, sound on/off)	512 kbps	96 kbps HE-AAC, channels 2, audio sample rate 16 bit (48 kHz), audio level range: -3 dBfs to -1 dBfs	25 FPS (PAL)	16:9	



728 x 90
Leaderboard



300 x 250
MREC



760 x 600
Interstitial/Video

Supported Third Party Tags

Sizmek | Doubleclick | Facilitate | Medialets | Bonsai

Supported Trackers

Atlas and Kochava trackers.