HTML5 DISPLAY
CREATIVE BEST PRACTICES

ADVANCE LOCAL

What is Responsive Rich Media?

Rich Media are digital ads with which users can interact.

Responsive means this can be done across numerous ad sizes and devices in desktop, mobile browser and mobile app environments.

Rich media can be created in a number of formats, but the standard best practice is to create them as HTML5 code and serve them via tags.

The broadest term for this kind of display creative is "HTML5", the format in which it is created. RRM is a specific subset of HTML5 creative that includes video or ad expansion or specialty functionality to be RRM products specifically. RRM products have a higher CP because they cost more to create and serve.
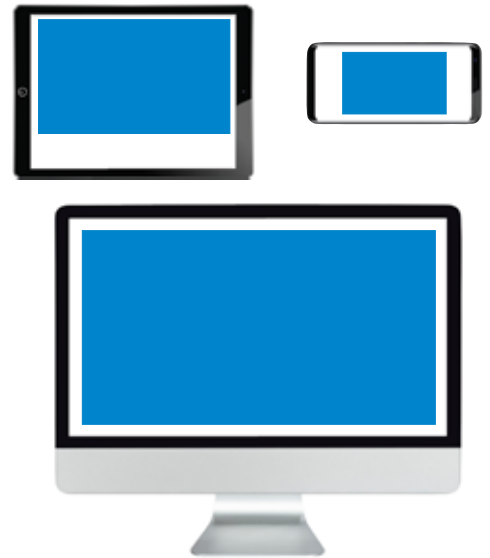
What can I do with HTML5 display ads?

HTML5 display creative can include video, ad expansion, animation, multiple CTAs and UTM codes and specialty functionaltity, such as:

- **In Banner Video**

- Photo galleries

- Mulitple CTA

- Animation

- **Tap to call**

- **Tap to text**

- **Add to calendar**

- **Countdown clock**

- **Multi-click map locations**

- **Dynamic real estated feed***

Example: In Banner Video

Example: Specialty animation that highlights multiple Real Estate listings as a pop up on a map.

Example: Multiple call to actions (CTAs) and a photo gallery.

Bolded capabilities should be ordered as RRM for the appropriate CPM.

* These are custom campaigns requiring Customer Success and Creative Team approval and additional lead time.

How about an expandable?

Expandable ads are no longer the industry best practice and should be used very sparingly, only when the campaign needs cannot be met through other creative solutions.

• Mobile expandable require the user to tap to expand, and then tap to click through or otherwise engage with the ad. It takes two taps for every one "countable" click.

• While expandable ads are accepted on network, individual sites within the network may opt out of serving them, limiting impressions and reach.

• On our own Advance Local sites, expandables do not run on the homepages. They may only run on interior pages, limiting impressions and reach.

• *Bottom line, there is less inventory for expandables.* A well animated non-expanding rectangle (300x250), including video ads, is your most versatile HTML5 ad, with billboards and half pages being the best runner ups when you need a larger creative canvas.

When is RRM (video and/or expansion) right for my campaign?
Depends on the campaign goal.

• When the goal is engagement, video and quartile viewing data is a good fit.

• When there are multiple goals such as increased traffic to a specific page of the client's site and phone calls, then an ad with both tap to call and a click through makes sense.

• If the main or only goal is CTR, an RRM ad is not the right fit and can actually lead to a lower CTR because all of the desired content (video, incentive details) is in the ad and they have no reason to click through.

How to request the right functionality in your creative

Be specific. Include as much detail as possible in your creative instructions. Be sure to share the campaign goals and target audience with the designer (we only know what you tell us about your client and what they are trying to accomplish with this campaign).

You may also consult with the designer via phone or Teams and lean on them as the creative expert. We are here to partner with you to make the campaign a success and we are happy to collaborate on which ideas and creative executions do that best within your campaign strategy.

Ad Specifications for Advertisers/Agencies providing Creative
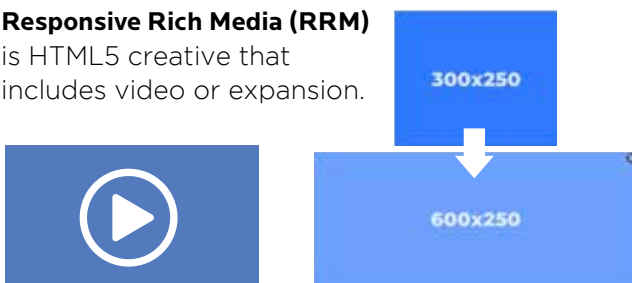
HTML5 Creative

HTML5 displays across all devices, unlike older creative formats such as Flash. It is the industry best practice for non-static creative and may include animation, video, multiple click throughs, widgets and other custom user interactions.

We prefer to either build original creative or follow a provided design layout to produce HTML5 ad tags to ensure ads meet ad server specifications so there is no delay with the campaign flight or error in campaign reporting. If you would like us to follow your provided layout, please include original files or assets. We will mimic your layout and user experience to the extent allowed by ad specs and our HTML5 design technology.

We can accept provided HTML5 ad tags (Doubleclick, for example) as long as ads are built to ad server specs outlined in this guide. This means that the provided tag must be SSL compliant and site-ready to serve as is. Any creative, CSS or other file references need to be hard-coded and hosted by the third party. Tags must be built with click-tracking and impression macros so that we can track and optimize for our ad servers. We cannot be responsible for tracking code, creative edits nor trouble shooting in third-party provided ad tags.

Responsive Rich Media (RRM) is HTML5 creative that includes video or expansion.

In-Banner Video (IBV) is HTML5 creative that plays video delivered inside of the display ad creative for a given placement rather than initiating the use of a native video player.
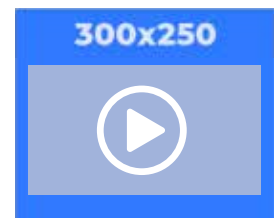
If providing creative components for expandable responsive rich media or in banner video ads, please adhere to the following:

- If possible, we prefer original, editable design files with links and fonts: Adobe PSD, INDD, AI.
- Ad creative/background should be sized per ad unit dimension at the proper proportion, 72 minimum or higher, formats: PSD, JPG, PNG, PDF.
- Any individual buttons/images intended to animate should be saved with a transparent background: 150px, formats: PNG, PDF, AI, EPS.
- We will build the expandable ad in our ad design platform where we combine the background creative, video (if included), links for buttons, expanded ad animation, and more.
- Video will auto play with sound off; audio must be user initiated.

If providing video, we'll need:
- The original video file as MOV, or MP4.
- 30 seconds is max video length.
- Frame rate: 24fps
- Aspect Ratios: 16:9, 4:3, and 6:5.

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HTML File Size Specifications:

CREATIVE UNIT NAME	ASSET	MAX FILE SIZE	FILE TYPE
HTML5 Desktop / Tablet	Backup Image	60 kb	JPG, PNG, GIF
	Initial Load	200 kb	HTML5, JPG, PNG, GIF
	Polite Load / Panel	2.2 mb	HTML5, JPG, PNG, GIF
	User Initiated Load / Expansion	10 mb	HTML5, JPG, PNG, GIF
	Video (optional)	4 mb	MP4, OGG, WebM
HTML5 Mobile	Backup Image	60 kb	JPG, PNG, GIF
	Initial Load	80 kb	HTML5, JPG, PNG, GIF
	Polite Load / Panel	200 kb	HTML5, JPG, PNG, GIF
	User Initiated Load / Expansion	2 mb	HTML5, JPG, PNG, GIF
	Video (optional)	2 mb	MP4, OGG, WebM
HTML5 Standard	Banner	80 kb	HTML5, JPG, PNG, GIF

SSL Compliant Creative

Advance Local sites use a secure protocol (https://) to protect users privacy and data. With this commitment to our users, any display ads which are scheduled to deliver on our local sites need to be SSL compliant. All components of third-party display ads, including creative and tracking, must be able to serve via SSL (https://) without any disruption to the browser, page, or user. Static creative (JPG, PNG, GIF) is secure by default.

Flash/SWF files

Flash is no longer supported across all desktop browsers. We must rebuild Flash creative into JPG, PNG, GIF or HTML5 (usually HTML5 to replicate animation). While we prefer original files to build the ads in-house, we can "pull apart" creative elements in a Flash/SWF file. That said, sometimes there's a bit of image quality loss and if the fonts aren't outlined, we'll replace them with the closest available from our font library.

In-App ads for Mobile and Tablet

Static and HTML5 ads are accepted on mobile apps. HTML5 creative for in-app must be MRAID formatted.

Extended Reach Networks

We work with a number of network exchanges and ad servers, each with their individual specifications. All accept static creative and many accept HTML5 following the specs outlined in this document. Please consult your account executive for details on specific requirements for extended reach campaigns.