

MOBILE DISPLAY STANDARDS 2016 - IAB - TABLETS

These standards refer to basic and most common displays, widely used by most publishers.

Active Unit Type	Ad Form	Dimensions [px]	gif/jpg/png		HTML5		Expanding	Collapsing	Extra Notes
			File Size [kB]	File Type	File Size [kB]	File Type			
feature phone									
	Billboard	750x100	40 kB	gif/jpg/png		html5	Only user-initiated	n/a	n/a
	Double Billboard	750x200	50 kB	gif/jpg/png		html5	Only user-initiated	n/a	n/a
	Rectangle	300x250	40 kB	gif/jpg/png		html5	Only user-initiated	n/a	n/a
expand	Billboard / Double Billboard / Rectangle / Skyscraper	fullscreen (600x740 or 640x960) scaled downward	60 kB	gif/jpg/png		html5	Only user-initiated	The closing "x" button labeled "ZAMKNIJ" in the upper right corner, size 50x20 px	n/a
	Scalable Banner	750x100/200	40kb	gif/jpg/png		html5	n/a	n/a	n/a
	Full Screen (iPad) - Horizontal / Vertical	768x1024 / 1024x768	100 kB	gif/jpg/png		html5	n/a	The closing "x" button labeled "ZAMKNIJ" in the upper right corner, size 50x20 px	For electronic editions of magazines intended for iPads, both vertical version (2048x1536) and horizontal version (1536x2058) are required, min. 264 dpi, size up to 2MB
	Full Screen (Android) - Horizontal / Vertical	800x1280 / 1280x800	200 kB	gif/jpg/png		html5	n/a	The closing "x" button labeled "ZAMKNIJ" in the upper right corner, size 50x20 px	For electronic editions of magazines intended for Android system, both vertical version (1600x2560) and horizontal version (2560x1600) are required, min. 264 dpi, size up to 2MB

Ads displayed on tablets	Ads displayed on tablets must be compatible with the provisions of the "IAB Ad Standards" for display ads. Their detailed specification depends on the selected advertising form, but an ad must not contain any flash elements.
Audio / Video	Upon explicit user interaction.
Closing and retracting an ad	<ul style="list-style-type: none"> Creative units displayed on a layer that cover the entire content of a page must include the closing "x" button, min. font = 20 px (the "ZAMKNIJ X" label must have the total dimensions of 50x20 px. The "ZAMKNIJ X" label must be included on a non-transparent background, in the upper right corner of a creative unit; it must be clearly visible and its entire area must be active (the entire area of a labeling must enable a user to close an ad). Besides, the closing "ZAMKNIJ X" button must be active since the first moment of displaying an ad on a page until its closing (any delays between ad display and button activation must be avoided); It is prohibited to display layer ads that automatically move around the screen (e.g. float down) as it hinders or even prevents a user from precisely clicking the closing "x" button and causes unintended clicks in an ad; In the case of expandable ads (user-initiated expansion), an ad may close automatically after 7 seconds and there must be a closing "ZAMKNIJ" or retracting "ZWIŃ" button included in the upper right corner of an ad. The minimized ad must not cover the content of a given page;

IAB's GUIDELINES for MOBILE

General recommendations	<ul style="list-style-type: none"> Creative units must not contain any flash elements Each ad must direct a user to the creative unit or to a website optimized for mobile devices Creative units must be optimized for mobile devices and must take into account the resolution of a screen on which they will be displayed
False ads	<p>Ads must not contain any operational elements whose function resulting from their form, labeling or convention is incompatible with their message or works in an unusual way. In particular:</p> <ul style="list-style-type: none"> No basic buttons with system-related message must be contained in ads, including: "Close" buttons, "OK" buttons, icons for minimizing or closing a window, buttons with a different function than usual, ads displayed in a form of system-related messages and warnings must not be displayed Buttons included in ads must execute functions compatible with displayed messages, e.g. buttons imitating forms, drop-down lists, combo boxes must not direct users to a customer's site or execute any other action incompatible with their standard function;
In-display video ads	<ul style="list-style-type: none"> Video player must be equipped with stop and mute buttons; Audio and video may be only user-initiated; Size of an initial ad must be compatible with a standard for a given file type;
Max CPU	<p>Maximum CPU load of a given ad depends on many factors. It is recommended to prepare creative units in such a way as to ensure the least possible CPU load. The factors increasing the CPU load include:</p> <ul style="list-style-type: none"> Animation of vector objects with complex geometries (large number of nodes); "Blur" effects, gradients, shades; Too many frames per second – 18fps is sufficient for optimum perception of a creative unit; Too many animated sequences between layers displayed at the same time; Event-triggering script set for random events (e.g.: fog, rain); Animated sequences encoded in a creative unit or imported (e.g. jpeg, png, etc.); Imported graphics scalable over a long period of time;