



**TECHNICAL REQUIREMENTS AND GUIDELINES  
FOR ACCEPTABLE CONTENT ON THE  
ADTRADR DEMAND SIDE PLATFORM**

*(last updated on Jul 21, 2017)*

**SUMMARY OF TECHNICAL REQUIREMENTS**

General technical requirements:

- Size of the files of the creatives must not exceed 250 kB.
- Creatives cannot be stored or loaded from a third-party server.
- All creatives must comply with the complete requirements of the AdTradr DSP.
- All creatives are subject to a secondary audit performed by AdTradr's partners.
- The sound of video creatives cannot start automatically without a user-initiated click.
- The duration of animated creatives must not exceed 15 seconds. The animation can repeat (loop) as long as the overall length of the ad does not exceed 15 seconds.
- Video ads can be user-initiated by mouse-over but must stop immediately after the cursor leaves the advertising field.

Content requirements:

- All creatives with partially black or white backgrounds must include a visible contour of contrasting color.
- Irritating flashing elements, strobing backgrounds, or otherwise distracting components are not allowed within the creatives.
- The content of the creatives and the website or application they lead to must be appropriate for all ages. Non-Family Safe or Adult material in the ad or website will not be accepted.
- Tricks that stimulate clicks are not allowed. The word "click" and its equivalent in foreign languages cannot be contained in the advertisement.
- Ads cannot contain images that resemble site warnings or error messages.
- "Free" offers or invitations to participate in lotteries are inadmissible unless they contain an expressly stated disclaimer.
- Creatives must have branding.

## COMPLETE TECHNICAL REQUIREMENTS

### 1. Technical requirements:

#### a. General guidelines for non-animated display ads:

File types: .JPEG, .JPG, .PNG, .GIF

Pixel size of the advertising field: 240x400, 320x50, 320x100, 360x50, 468x60, 728x90, 250x250, 200x200, 336x280, 300x250, 180x150, 120x600, 160x600, 300x600, 200x446, 120x240, 320x100, 950x90, 960x90, 970x90, 970x250, 980x90, 980x120, 234x60, 300x1050, 580x400, 480x320, 254x133, 470x246.

#### b. General guidelines for animated display ads:

File type: .GIF

Pixel size of the advertising field: 240x400, 320x50, 320x100, 360x50, 468x60, 728x90, 250x250, 200x200, 336x280, 300x250, 180x150, 120x600, 160x600, 300x600, 200x446, 120x240, 320x100, 950x90, 960x90, 970x90, 970x250, 980x90, 980x120, 234x60, 300x1050, 580x400, 480x320, 254x133, 470x246.

Animation duration:

- Animated length must be 15 seconds or shorter.
- Animations can be looped, but the total length of the animated elements should not exceed 15 seconds.
- Animated GIF creatives must not exceed 30 fps.

#### c. General guidelines for video ads:

File type: .mp4, .mpeg, .ogg, .webm (not supported by all browsers), YouTube link

Pixel size of the advertising field: low resolution – 400x300, high resolution – above 400x300, HD – 1280x720 (also known as 720p).

File size: Maximum 1 GB

Streaming:

- Pre-roll: appearing before the video content.
- Mid-roll: appearing mid-way through the video content.
- Post-roll: appearing after the video content.

Additional requirement:

- Length of video ads: can vary from under 15 second to over 2 minutes depending on the exchange. The recommended length is between 6 and 30 seconds.

- Ratio: 16:9 (example 640x360) or 4:3 (example: 640x480).
- Duration: Video ads below 10 seconds do not require a skip button. Video ads can also appear as in banner video in line with the programmatic requirements and size of the advertising space.

#### **d. General guidelines for HTML5 ads:**

File type: .ZIP + .JPEG

A ZIP file can contain one or more of the following file types: .CSS, .JS, .HTML, .GIF, .PNG, .JPG, .JPEG. There cannot be more than one HTML file.

File size: 250 kB or smaller

Pixel size of the advertising field: 240x400, 320x50, 320x100, 360x50, 468x60, 728x90, 250x250, 200x200, 336x280, 300x250, 180x150, 120x600, 160x600, 300x600, 200x446, 120x240, 320x100, 950x90, 960x90, 970x90, 970x250, 980x90, 980x120, 234x60, 300x1050, 580x400, 480x320, 254x133, 470x246.

Additional requirements:

- The files contained in the ZIP file can be any combination of the above-mentioned file types.
- All images used in the HTML5 ads must be hosted on an AdTradr server, and be listed as assets in the ZIP file.
- Only Google web fonts are supported.

HTML5 clickTag

A JavaScript code is inserted before the closing </head> tag. As demonstrated in the example below, "<http://www.yourwebsite.com>" is replaced with the landing page URL.

The element, triggering the click function is separated in a <a> </a> tag in the body of the .html file.

Example:

```
<head>
...
<script type="text/javascript">var clickTag = "http://www.yourwebsite.com"; </script>

<script type="text/javascript">

(function() {
  var relegateNavigation = "";
  var handleClickTagMessage = function(e) {
    try {
      var eventData = JSON.parse(e.data);
    } catch (err) {
      return;
    }
  }
}
```

```
}
if (eventData.isInitClickTag) {
  if (eventData.clickTags) {
    for (var i = 0; i < eventData.clickTags.length; i++) {
      var clkTag = eventData.clickTags[i];
      window[clkTag.name] = clkTag.url;
    }
  } else if (eventData.clickTag) {
    window.clickTag = eventData.clickTag;
  }
  relegateNavigation = eventData.relegateNavigation;
}
};

if (open.call) {
  window.open = function(open) {
    return function(url, name, features) {
      if (relegateNavigation === 'parent') {
        var message = {'clickTag': url, 'isPostClickTag': true};
        parent.postMessage(JSON.stringify(message), '*');
      } else {
        var args = [url, name];
        if (features) {
          args.push(features);
        }
        open.apply(window, args);
      }
    };
  }(window.open);
}

if (window.addEventListener) {
  window.addEventListener(
    'message', handleClickTagMessage, false);
} else {
  window.attachEvent('onmessage', handleClickTagMessage);
}
})();

</script>...
</head>
<body>
...
<a href="javascript:window.open(window.clickTag)">
  CTA/canvas/custom element
</a>
...
</body>
```

It is important to share the creatives with your account manager at least five days prior to the start of your campaign in order to have sufficient time to test for proper behavior and, if necessary, make changes before running the ads.

**e. General guidelines for dynamic ads:**

The dynamic ads are created and hosted by AdTradr. Our creative team is responsible for overseeing that all technical requirements are being met. There are two options for generating data feeds:

- Via a dynamic feed
  - Format: .csv, .xml (not recommended), Google sheets shared document (best practice).
  - Any particularities or additional rules related to the feed can be discussed and taken into account.
- Via a web crawler
  - The client must provide information about the desired product attributes which are to be categorized by the AdTradr crawler.
  - After the initial tests, results are analyzed and discussed with the client.

**f. Additional restrictions:**

- Additional calls by ad code: the code of the creative cannot perform outside calls to the server for additional JavaScript or other scripting functionality. All functions must be contained in the code itself.
- Tracking Bypass: ad behavior cannot be changed to avoid or remove the redirect URL.
- Change of destination URL: ads must only direct users to a web page already approved by AdTradr. They should not open the final URL in the set framework of the ad.
- Integrated audio: Audio must always be user-initiated.
- Behavior by moving the mouse: Ads can change or influence the cursor mouse only within the parameters of the advertising frame, and the user must be able to stop this change. The change must stop automatically after 5 seconds if the user moves the cursor mouse away from the advertising field.
- Random numbers: Creatives may not contain code that generates or uses random numbers.

**g. Graphic design:**

- Creatives must occupy the entire space of the selected size of the advertising field and cannot appear sideways or down. Ads can not be segmented, contain multiple copies of themselves or appear to be more than one ad. AdTradr also does not permit ads that extend beyond the standard dimensions or otherwise encroach on the website. This restriction does not apply to rich media formats.
- Image ads must be relevant to the product or offering within the ad. All texts must be legible. AdTradr does not permit unclear, blurry or unrecognizable images.

- Creatives must not use logos, graphics, or other content or items that mimic the site content. Creatives may not appear to be part of the site / section and mimic the appearance or functionality of the page.
- Creatives with monochromatic background must have a border or otherwise be distinguishable as advertisements (ask your account manager for specifications of each product).

#### **h. Functionality:**

The following functions are prohibited:

- Unpredictable functionality, which leads to unexpected behavior of the advertising space.
- Elements designed to stimulate clicks without providing information or meaningful content.
- Inactive close buttons.
- Examples of unacceptable ad behavior:
  - the user selects a particular city (e.g. Paris) from a dropdown list of cities but the page that loads does not correspond to the selected city.
  - static radio buttons and underlined text that appears to be a hyperlink, but leads nowhere.
- Excessive device overload: advertising must not affect the reliability and speed of the user device, it should not reduce its performance, or impact its operating system.
- Requesting personal information from users (i.e. name, email address, telephone number) as a requisite to display an offer. This does not apply to non-personal information such as zip code, city, or region which may be used for GEO targeting.

Paid publications / advertisements on blogs or news sites:

Ads that resemble artificial blogs, articles, press releases, false comments, editorial opinions or news sites with content are not permitted. This includes paid posts with text or images that mimic news (examples: hot news, shocking news, shocking discoveries, special reports, consumer alerts, etc.).

## **2. Advertising content requirements**

Text ads:

- Ads must use grammatically correct capitalization.
- Ads cannot use excessive or random capitalization, such as "BIG DISCOUNT".
- Ads must use correct grammar, sentence structure and spelling.
- Ads should avoid excessive repetition (such as "Free, free, free").
- Replacing words with numbers or letters is prohibited, unless as part of the brand name.
- Ads must adhere to logic and must use correct punctuation.
- Ads should avoid using excessive punctuation, such as "How to lose weight?!? "
- All symbols, numbers or letters must adhere to their true meaning or intended purpose and excessive repetition should be avoided.
- Some types of non-standard punctuation and symbols are allowed in certain circumstances. Trademarks, brand names, or product names that use non-standard punctuation or symbols

consistently in the ad's destination can be approved. Symbols used in commonly acceptable ways are also allowed, such as "\$50 today" or "Vote for # 7".

- Icons in ads (e.g. bullets, arrows, markers, radio buttons) must not distract users from editorial content or user experience.
- Only one price or discount per product can be applied. This includes discounts and price reductions.
- There should not be more than three different fonts in an ad and each font should correspond to a different segment of the creative (i.e. one font for the title, one for the call to action, and one for the main content, etc.).
- The fonts and colours should not attract excessive attention.
- Depending on the advertising environment, some publishers may have specific font size requirements (e.g. Xbox).
- Text shadow or text glow are not permitted.

#### Display ads:

- Display ads must be of high quality / high resolution.
- Using creatives with low resolution, distorted or unclear images is prohibited.
- Images should be associated with the product or offer being advertised.
- In ads with multiple product offerings, each image must be consistent with the quality, theme, and function of the product.
- Acceptable examples of graphic creatives include:
  - o a flower shop showing pictures of different bouquets;
  - o a retailer showing images relevant to the advertised product (e.g. various types of beachwear).
- Unacceptable example of product display is using multiple, unrelated products (e.g. bracelets, shoes, computers, and bed linen) all contained within the same creative.

#### Techniques for ad personalization:

Ad content and images cannot imply knowledge of personally identifiable or sensitive information within the ad.

#### Relevance and design:

Ads must deliver meaningful, positive and relevant experience to customers browsing for products, services and content. Ads should be associated with the products or services offered on the landing page. Discount offers depicted in the ad must also be visible on the landing page.

#### Disallowed Ad Copy:

AdTradr may not accept ads containing or relating to certain ad copy content; this applies to ad creatives and landing pages. AdTradr reserves the right to reject or remove any ad at its sole discretion and at any time.

#### Appropriate content:

Ads that facilitate or promote hatred directed at certain individuals or groups of individuals are not permitted. This includes any content that incites hatred against, promotes discrimination of, or disparages an individual or group on the basis of their race or ethnic origin, religion, disability, age, nationality, veteran status, sexual orientation, gender, gender identity, or other characteristic that is associated with systemic discrimination or marginalization.

#### Enabling dishonest behaviour:

Ads promoting crimes or deception are not permitted. Examples of such advertisements are:

- "Do not buy car insurance"
- "Insurers companies hate this"
- "Use this trick," etc.

#### Adult content:

- People or representations of people that display sexual body parts are strictly prohibited.
- Men stripped to the waist are allowed outside the United States, but are strictly banned in the United States.

#### Offensive content:

Content advocating suicide, anorexia, or other self-harm; threatening someone with real-life harm or calling for the attack of another person; promoting, glorifying, or condoning violence against others; and containing obscene or profane language is strictly prohibited.

#### Suffering and violence:

Content promoting animal cruelty; containing violent language, gruesome or disturbing imagery; depicting human suffering and death; or promoting sexual abuse are strictly prohibited.

#### Prohibited categories:

As part of our commitment to provide a high quality service, AdTradr cannot accept ads containing or related to certain products or services. Such products and services include but are not limited to:

- Images, text, video or audio related to violent activities, bestiality, cruelty, torture, death, illegal use of drugs, prostitution, pedophilia, rape, incest, sex, children pornography, strip clubs and escort services.
- Advertising of pyramid schemes or other legally questionable business opportunities, especially if the return on investment depends solely on adding new participants in the scheme, and the user must pay a subscription fee or buy a product to join.
- Chain letters or proposals that suggest that non-participation could lead to loss or misfortune.
- Work from home that requires initial pre-payment.



#### Use of data:

AdTradr will not accept advertising that is designed to serve as a mechanism for collecting and reselling personal information.

#### Fraudulent products and services:

- AdTradr does not permit the promotion of products and services designed to enable users to avoid or deceive the public system and its laws and regulations. This includes advertising services that enable falsifying identification documents, designed to conceal the exact age, name, or other characteristics of the holder; fake diplomas; and education-related ads unless from accredited academic institutions.
- Ads that violate copyright: products or services that circumvent protection copyright or products that harm copyright protection.
- Ads promoting devices or services that enable users to bypass, or deceive speed measuring instruments, including but not limited to, laser jammers, radar detectors and registration numbers.
- Websites that provide information or services that enable users to gain unauthorized access (or make unauthorized changes) to systems, devices, or property.
- Paid clicks: sites that offer to compensate users for clicking on ads, offers or search queries.
- Equipment that enables users to decode cable or satellite signals.
- Products that aid to pass drug tests.

#### Drugs:

The following categories are prohibited:

- Content facilitating the distribution, application or cultivation of illegal substances, substances of dubious legality, or soft drugs.
- Legitimate items modified to create or conceal drugs.
- Marijuana, including medical marijuana, or any substance or material containing similar to marijuana ingredients.

#### Weapons:

Ads promoting or distributing weapons including but not limited to rifles, pistols, ammunition, paintball guns, pellet guns, knives, boxes and weapons of all kind are not allowed.

#### Fireworks and explosives:

Ads promoting or distributing explosive items including but not limited to: fireworks, explosives, hazardous materials, and pyrotechnic items is not permitted.

#### Free software and shareware:

Ads promoting or distributing software designed to collect demographic information about the users without their express consent.

#### Psychics and fortune tellers:

- Advertising mediums, tarot readings or divination is prohibited.
- Religious content exploiting sensitive religious matters is prohibited.

#### Products for enhancing sexual activity:

Promotion or sale of merchandise intended to enhance sexual activity is prohibited.

#### Surveillance equipment:

Advertising devices or means of illegal surveillance / targeted espionage for pleasure or otherwise is prohibited; only advertising that clearly promotes legitimate use of such devices is allowed.

#### Tobacco products:

- Ads that promote the sale or consumption of cigarettes, cigars, smokeless tobacco, cigarette papers; items involved in the preparation of tobacco, or any instrument for smoking or consumption of tobacco products are prohibited.
- Advertising is only permitted for products that are clearly and exclusively intended to stop smoking.

#### Alcohol:

- Ads promoting alcohol consumption must comply with the applicable laws and industry standards, including but not limited to health warnings and minimum age restrictions.
- Advertising must not incite or glorify alcohol consumption.
- Each advertisement must contain appropriate health warnings and warnings for responsible drinking.
- Ads targeted at minors or displayed in an advertising environment likely to be seen by minors are not allowed.

#### Cosmetics:

- Beauty items and cosmetic that are misleading and encourage false, unrealistic or extreme results are prohibited. These include false claims that entice the user with an improbable result as the likely outcome that a user can expect.
- Allegations must be supported by clinical trials, appropriate consumer surveys and / or other scientific evidence.

#### Dating:

- Dating ads should be targeted exclusively at people over 18 years. The landing pages can not contain sections for or directed at children; promote infidelity; contain sexually suggestive text, images, audio, or video. The message should focus on promoting common interests, reciprocity, friendship, commitment, relationships and love.
- The following additional rules apply: calls for random dating is strictly prohibited; casual dating may be advertised but should not promote overnight sexual encounters, adultery or casual sex;

Misleading techniques which give the consumer the impression that will interact specifically with the person(s) displayed in the ad are prohibited.

- Prohibited in the United States and globally on Outlook.com.

#### Entertainment: games, television and promotion of films:

- Promoting ads containing blood splatter, excessive cruelty and violence; glorifying crimes and depicting actions that can lead to injury or be fatal is prohibited.
- Content that shows weapons aimed at the audience is not allowed.
- Gaming or television ads should include the necessary disclosures.

#### Gambling and lotteries:

- AdTradr's policy on gambling-related ads differs by country and region. Advertisers are responsible to ensure compliance with all applicable local and national regulations. AdTradr reserves the right to reject an ad even if it complies with the guidelines.
- Responsible gaming requirements: advertising must not misrepresent or glorify the benefits of gambling and should not encourage people to play beyond their means.
- Advertising may not imply or suggest that gambling is a viable alternative to normal employment or financial investments, a way to recover from financial losses or that certain skills can affect the outcome of game of chances.
- Information on the odds of winning a prize must be described accurately and must not be misrepresented. Advertisers may not present winning as the most probable outcome of the game, nor misrepresent a person's chance of winning a prize.
- Targeting minors is not allowed. Advertising must not be directed toward underage individuals, or displayed in a context where it is highly likely to be seen by such individuals.
- Online betting: advertisement of websites that promote or facilitate, directly or indirectly, online gambling or wagering is not allowed. Among them are sites that accept bets or require payment in exchange for winning prizes, as well as sites that offer information and links related to the promotion of online gambling. Websites that contain links that direct site visitors to prohibited gambling content, regardless of the location of the links or whether the offer originates in a geographic region where gambling is legal are prohibited.
- In accordance with the European laws and regulations, fixed odds and prize betting may be allowed upon prior approval.
- Casinos and bingo halls: advertising for sites promoting offline gambling or events is acceptable but should not glorify gambling, raise hopes and expectations for profit, or link to online gambling sites.
- Lotteries: advertising to promote lotteries in accordance with local laws and regulations is acceptable.

#### Pharmaceutical ads:

All pharmaceutical ads should be targeted to the applicable audience:

- Anti-depressants: 18+;
- Erectile dysfunction: Men 50+;
- Female contraceptives: Women 18+.

#### Online Pharmacies:

- Ads for online pharmacies are restricted based on the applicable laws, without exception.
- AdTradr may restrict advertising of any supplement where there is reason to believe that the product represents a significant risk to consumer health. For example, herbal supplements that mimic the effects of illegal substances are not allowed.
- Depictions of product ingestion are not permitted.

#### Weight loss products and services:

- Ads should disclose that weight loss is achieved as part of a healthy low-calorie diet and exercise program.
- All weight loss claims must be supported by valid and reliable scientific evidence. Research should provide convincing evidence that the product advertised as part of a diet and exercise program led to weight loss, which could not have otherwise be achieved with diet and exercise alone.
- Documented “before and after” representations will be approved on a case-by-case basis and must be accompanied by a producer’s affidavit.
- Advertising for weight control can not be targeted at children.
- Advertising including mentions of specific weight loss amounts or the rate of weight loss consumers can expect must comply with the following: Rates of weight loss advertised must not exceed 2 lbs. a week for a month or more without diet and exercise or 3 lbs. per week for more than 4 weeks. Mentions of specific weight loss amounts must be accompanied by a disclosure of the amount of time it took to lose the weight (e.g. “I lost 4 pounds in two weeks”).

#### Short-term financing loans:

- Promotion of short-term loans is permitted as long as the advertisers comply with all applicable laws, regulations and other requirements.

#### Political ads:

- Advertisers are responsible to ensure that all ads meet the applicable guidelines for political content.
- Ads or landing pages cannot include ridicule, derision, hate, or otherwise inappropriate language, or use texts or rituals of religion to ridicule or shock.
- AdTradr reserves the right to take into consideration its broader business commitments and reject any political ad that may jeopardize AdTradr’s relationships with its partners.

#### Non-political advertising:

AdTradr does not permit ads that exploit sensitive political or religious issues for commercial gain; promote extreme political or religious agendas; draw associations with hate, criminal, or terrorist activities. This includes:

- Commercial advertising that exploits political agendas or uses hot political issues or names of prominent politicians for commercial unauthorized political campaign use.

- Advertising for sites that solicit money from users or perform fundraising activities without being registered as a charity.

#### Public service announcements and awareness campaigns:

PSAs and such awareness campaigns (e.g. health, education) are generally allowed, provided that the subject matter and creative content meet all guidelines.

#### Download software for products / services:

- Ads that install, copy, or automatically download programs, without the user's express consent.
- Advertisements that promote legitimate software download must provide clear notice to the user about the download and the software, such as: the time it takes to download; complete and accurate information on what the software does, and how to remove it; and clear instructions on how the information collected is being used. No information collected can be shared with a third party without the user's explicit consent.

#### Subscription services:

- Must include the price of the service and the billing schedule (e.g. one-time or monthly subscription) in the ad text.
- Must display a check mark or another way of indicating that the user knowingly accepts the price and subscription service. This is a necessary condition on the first page of the advertised link and the user should not be able to continue if they do not give their explicit consent.

#### Premium (pulse or toll) numbers:

- Advertising toll phone numbers must disclose the price of the call.

#### Raffles, contests, free gift offers / prize promotions:

- Prize promotions may be advertised if the program does not constitute an illegal lottery and otherwise complies with all applicable laws, regulations, and other requirements. These programs include, but are not limited to: random drawings, contests trivia, word games, essay contest, free gift offers, loyalty programs and competitions in photography. The advertisement must clearly and prominently disclose the conditions and should not be false, deceptive or misleading.

#### Legality and personal information:

- Areas of questionable legality: AdTradr reserves the right to reject ads for certain content, products and services if the law or the regulatory status of the product promotion are unclear or contain statements that are indisputably false.
- Slander and illegal content: AdTradr reserves the right to reject an ad or make exceptions to the policy, even if an ad complies with the AdTradr guidelines.

Promotion of products and services of third parties:

- Advertisers offering services or otherwise promoting the use of services or third-party products cannot claim affiliation to the owner or producer of the product when no such connection exists.
- Advertisers cannot claim or imply that they are the owners of a product or service when it is not the case, and must disclose when the goods or services may also be available elsewhere (e.g. by the owner or manufacturer).
- Advertisers must be precise when describing their relationship with the owner or manufacturer in the context of a product or service (for example, if distributors).
- Brands, logos etc. cannot be used in a way that tends to suggest that the site, product or service is owned, managed, promoted or endorsed by the owner of the product or service, unless a qualified relationship exists (parent-affiliate, certified partners, authorized resellers etc.).
- Advertisers must not use misleading display URL or domain.
- All advertised sites, applications or products are required to provide contact information, such as a valid telephone number, email address, postal address or contact form.
- Advertisers must not claim to provide a service that can only be provided by the actual owner of the products or service advertised.