



CBC & Radio-Canada

MEDIA SOLUTIONS

Digital advertising platform Technical Instructions

STANDARD ADS


													Transition Fixed Size Ad unit (WxH in px)	Aspect Ratio (W:H)	Dimensions		File Load Size		Max Animation & Video Length	Audio Initiation	Implementation Notes & Best Practices
															initial (WxH in pixels)	Maximum Expanded (WxH in pixels)	max. initial file load size allowance (see HTML5 guidance in notes)	Subsequent Max Polite File Load Size			
cbc.ca	ici.radio-canada.ca	DT	DT	DT	D	D	DT	DT		DT	DT	Leaderboard 728x90	N/A	728x90	*Expands down: 728x360	Image: 50 KB HTML5** see note : 100 KB	2.2 MB unlimited if streaming video within the ad unit	30 seconds or less (loops included); 15 seconds recommended; maximum 3 loops Recommended that final frame contains pertinent information Expandables: unlimited with user interaction	must be user initiated (on click : mute/un-mute) must be on mute by default	Standard Creative: Accepted file formats include: .GIF .JPG HTML5 Expandable Creative Expansion must be user-initiated. Pre-expanding ads NOT supported. Provide a call-to-action ("roll over to expand" or "click to expand") for clarity; retract instantly on mouse-off. Must have a control = "Close X" on expanded panel and "Expand" on collapsed panel. In-Banner Video: Video must include: Play, Pause, Mute (and/or volume control to 0). Note: A close button is not required as the video resides within the ad unit itself For Contobox, click here	
		DT	D	DT	D	D		DT		DT	DT	Billboard 970x250	N/A	970x250	N/A	Image: 80 ko HTML5 : 150 ko					
		DTSA	D	DTS	D	D	DTS	DTS		DTS	S	Bigbox 300x250	N/A	300x250	*Expands Left: 600x250	Image: 50 KB HTML5** see note : 100 KB					
		DTSA	D	DTS	D	D		DTS		DT	S	Double Bigbox 300x600	N/A	300x600	*Expands Left: 600x600	Image: 80 KB HTML5** see note : 150 KB					
												The Expandable	N/A	Responsive Ads							
		SA		S				S		S	S	Mobile Banner 320x50	6:1	320x50	N/A	GIF/JPEG: 40 KB HTML5: 50 KB	30 seconds or less (loops included); 15, 10 or 7 seconds recommended; maximum 3 loops; Recommended that final frame contains pertinent information		Use only HTML5 or GIF/JPEG This unit is commonly placed in apps as an interstitial		
		SA		S				S				Mobile Banner 320x100	3:1	320x100							

	Standard Creative: Minimum 3 business days before campaign start Expandable or Halfpage Creative: Minimum 5 business days before campaign start	
Voici un outil qui détermine si votre image est on specs	https://jolezef.com/imagesize/	
CBC.ca	* (on approval only), T : Tablet, D : Desktop, S : Smartphone	
ICI Radio-Canada.ca	* (on approval only), T : Tablet, D : Desktop, S : Smartphone	
Mordu	T : Tablet, D : Desktop, S : Smartphone, A : App	
ICI Tou.tv	T : Tablet, D : Desktop, S : Smartphone, A : App	
ICI Exploratv.ca	T : Tablet, D : Desktop, S : Smartphone, A : App	
ICI ARTV	T : Tablet, D : Desktop, S : Smartphone, A : App	
Mobile CBC	T : Tablet, D : Desktop, S : Smartphone, A : App	
Mobile SRC	T : Tablet, D : Desktop, S : Smartphone, A : App	
Radio Canada International	T : Tablet, D : Desktop, S : Smartphone, A : App	
Radio-Canada OHdio		
CBC Listen		
Apple News		

OTHER AD UNITS

															Creative Unit Name	Dimensions		Taille		Max Animation & Video Length	Audio Initiation	"Implementation Notes & Best Practices"
																Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size Allowance (See further HTML5 guidance in notes)	Subsequent Max Polite File Load Size			

SPECS NATIVE/FLUID - MORDU

Elements	Requirements
Title	25 caracters maximum
Body text <i>(Description of the product or service)</i>	90 caracters maximum
Advertiser name	25 caracters maximum
Landing Page URL <i>(Web page where users are redirected to when they click on your ad)</i>	1 024 caracters maximum
Large 16:9 rectangular image <i>Intended to promote the product or service</i>	Formats : JPG Size: 1 200 x 627 pixels Maximum file size : 150 Ko Format : 16:9 safezone of 100px wide by 40px high from the rop left corner of the image (the word advertising is written in the top left corner, if this safezone is not respected, the word advertising will be embedded over the image)
<div><div>PUBLICITÉ</div></div> <div>En savoir plus ></div>	
Logo	
	Formats : JPG, PNG Minimum size : 100 x 100 pixels Maximum size: 200x200 pixels Maximum file size : 25 Ko Format : 1:1

Fonts to use for designing your assets : <i>(cannot be chaged in the adserver)</i>
Libre Baskerville Libre Franklin Lora Merriweather Montserrat Mukta Muli Nunito Open Sans Open Sans Condensed Oswald Playfair Display Poppins Raleway Roboto Roboto Condensed Roboto Open Sans Roboto Slab Slabo 27px Source Sans Source Sans Pro Times New Roman Trebuchet Ubuntu Verdana Volkhov

Example:

PUBLICITÉ




Configurez votre palisade 2020

8 sièges haut de gamme avec sièges de troisième rangée rabattables électriquement.

 Hyundai Canada


En savoir plus >

PUBLICITÉ




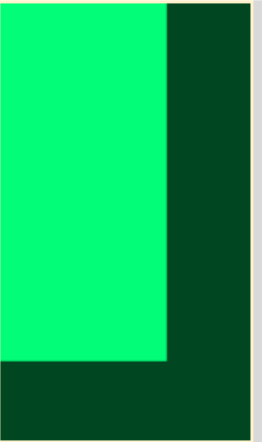
Configurez votre palisade 2020

8 sièges haut de gamme avec sièges de troisième rangée rabattables électriquement.





 Hyundai Canada

En savoir plus >

SPECS PARALLAX

Element	Requirements
<p>Landscape Image</p> <p>Safe-Zone: Any element (text / logo) may not appear in the dark zone, top left alignment</p>	<p>2400x1800 SafeZone 2000x1100 Weight < 450Ko</p> 
<p>Portrait Image</p> <p>Safe-Zone: Any element (text / logo) may not appear in the dark zone, top left alignment</p>	<p>824x1464 SafeZone 550x1200 Weight < 350Ko</p> 
<p>Landing page URL (Web Page that users are taken to when they click your ad)</p>	<p>1 024 caractères maximum</p>
<p>Image tracker</p>	<p>Formats : JPG,PNG Size: 1x1 pixels</p>

SPECS NATIVE/FLUID - [Radio-Canada.ca](https://radio-canada.ca)



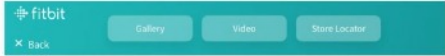
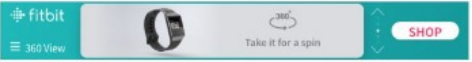
Elements		Requirements
Title		25 caracters maximum
Advertiser name		13 caracters maximum
Type of destination link, is it an internal link to ICI.Radio-Canada or external est-ce un lien interne à ici.radio-canada.ca ou externe Ex: ici.tou.tv ou erableduquebec.ca		Internal / external
Landing Page URL (Web page where users are redirected to when they click on your ad)		1 024 caracters maximum
Large 16:9 rectangular image Intended to promote the product or service		Formats : JPG Maximum Resolution: 1920x1080 pixels maximum file size : 150 Ko Format : 16:9 safezone of 388px wide by 180px high from the top left corner of the image (in blue) Everything that apepars at the botom in red, will not be visible
		
		Use of the same image but in XS, it is cut on the sides The safe image in blue is 212px x 212px Anything that appears on the sides in red will not be visible
Fonts to use for designing your assets : (cannot be chaged in the adserver)		
Radio-Canada		
Example:		
<div>Contenu publicitaire ⓘ</div> <div></div>		<div>Contenu publicitaire ⓘ</div> <div><div><div>Table rase, sans filtre ni jugement ↗</div><div>CONTENU PUBLICITAIRE</div><div>Avec Desjardins</div></div><div></div></div>

CONTOBOX SPECS


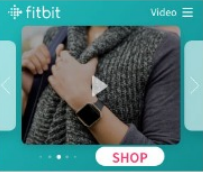

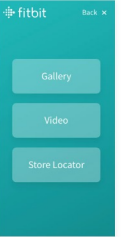
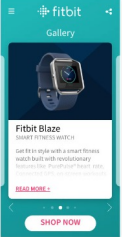
Transition Fixed Size Ad unit (WxH in px)	Logo Area	Main creative area	CTA Button	Navigator Button	Specifics
Leaderboard 728x90	105x40px	440x84px	CTA Text 16px height	CTA Text 16px	Final Layered asset as PSD/1Sketch or INDD formats, Logo, Fonts (TTF/OTF), creative direction, Brand Guidelines, Copy deck (Product info, Tagline, Calls to action, etc.) Click out URL's If applicable: Shoppabl;e product info (Product Name, SKU, retail/page URL's, video's in MP4 or MOV format, Store locations in Excel or CSV format) Engagement best practices
Billboard 970x250	190x86px	500x215px	CTA Text 20px height	CTA Text 25px	
Bigbox 300x250	117x33px	230x173px	CTA Text 14px height	CTA Text14px	
Double Bigbox 300x600	128x47px	260x395px	180x40px (CTA Text 21px height)	200x90px (Text 21px height)	

Main Creative Area: This is where we display all major interactive features that consumers can interact with, from video and image galleries with hotspots to games or store locators.
Navigator: This section lets consumers see all available features within your unit, and provides simple navigation to those features.

728x90



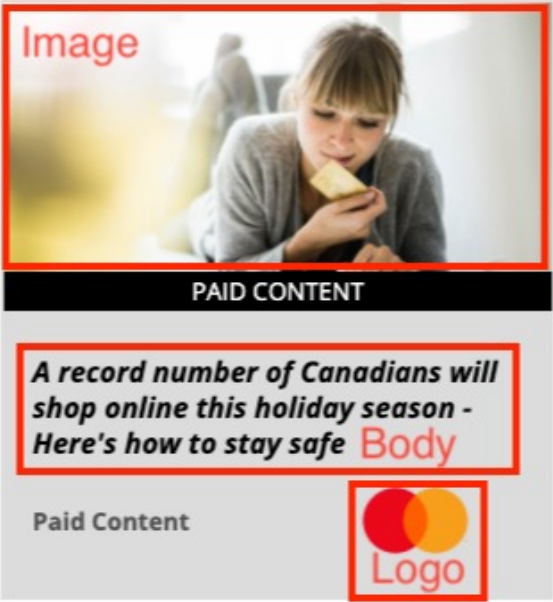
300x600





CBC NATIVE TILE SPECS

Assets	Details
Image	310x175 pixels
Body	Native headline. Maximum of 80 characters including spaces
Logo	127x55 pixels
Client name	The name of the advertiser that the native tile is for. This is a mandatory field for accessibility reasons. It does not visually appear in the native tile anywhere but its used for screen readers
3rd Party Impressions Tracker	This is optional
Background Color	#EAEAEA (light grey)
Border Colour	#8C8C8C (dark grey)

Example



CBC CO-BRAND SPECS

Images	
<p>Need to be provided</p> <p>For the 300x250, image must be 300x115</p> <p>For the 728x90, image must be 270x90</p>	<p>File Names – insert name of the file if necessary:</p> <p>Description (80 characters max, including spaces) – Insert your description here:</p> <p>URL – Insert URL here :</p>
<p>Example :</p> 	
Logos	
<p>Need to be provided</p> <p>For the 300x250 and 728x90, logo must be 127x55</p> <p>For the 320x50, logo must be 80x38</p>	<p>CTA – Insert Call to Action here (ex: Find out more, Learn more) :</p>
<p>Example :</p> 	

Note *Only the 300x250, 728x90 and 320x50 sizes can be created within GAM. All other sizes have to be provided*****

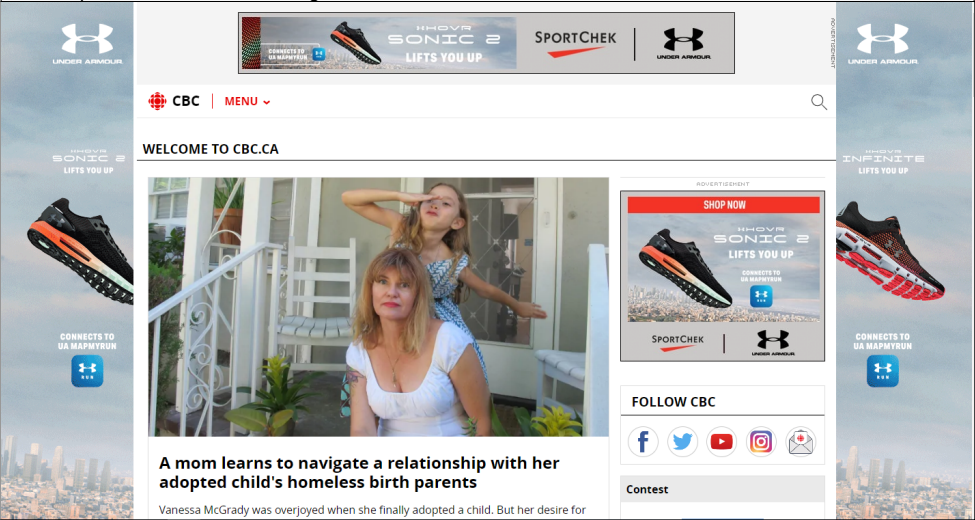
Skin CBC.ca

728x90 (970x250, 970x90 also available)

300x250

Skin / maquillage

*Skin requires call-to-action or a Logo



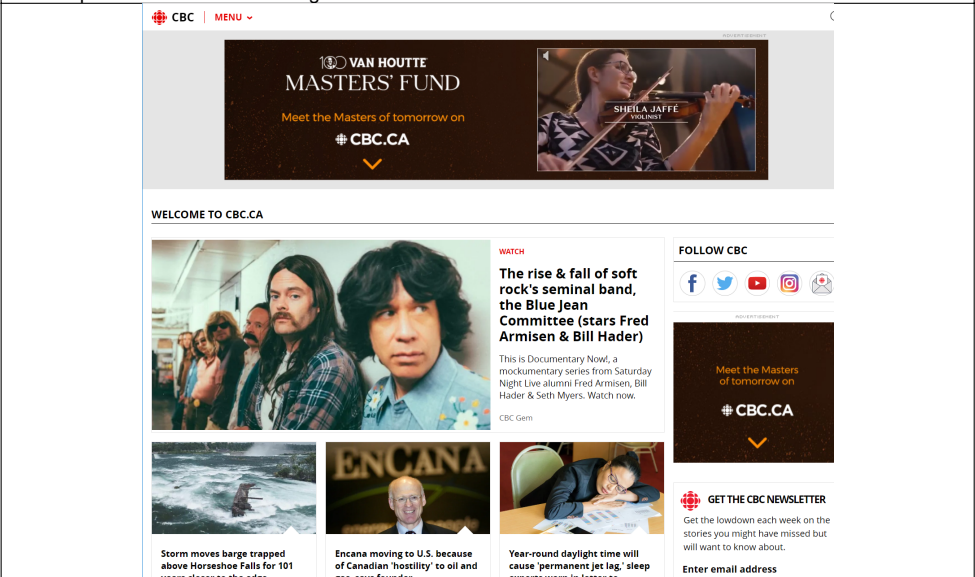
CBC.ca

970x 250 Billboard (728x90, 970x90 also available)

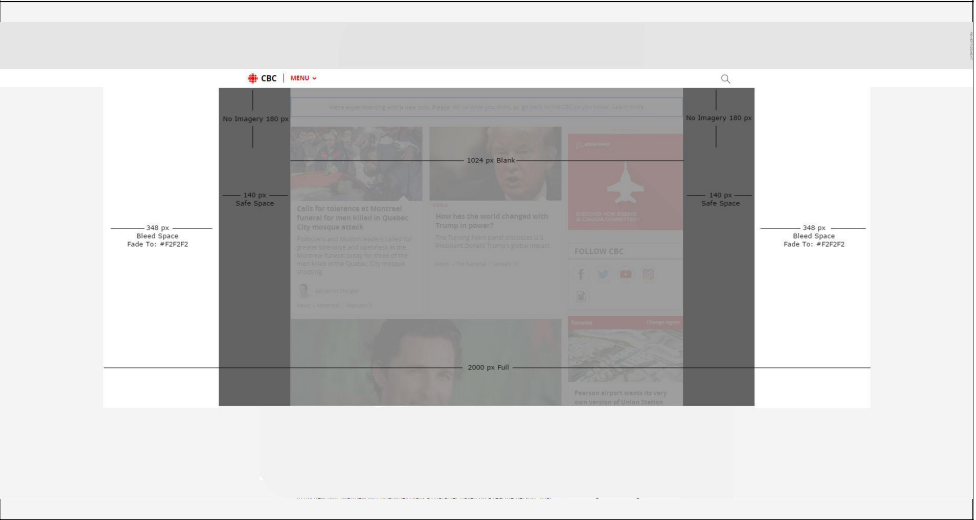
300x250

Skin / maquillage	
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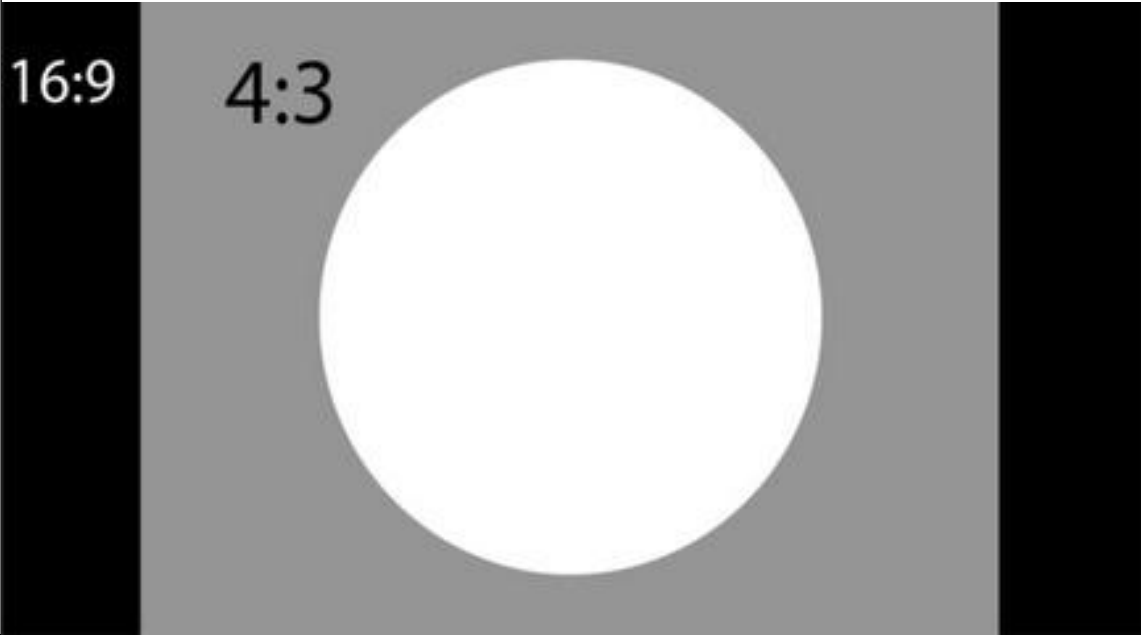
*Skin requires call-to-action or a Logo



Skin CBC.ca Wireframe



VIDEO STANDARD

Containers accepted	To submit material in HD		To submit material to SD	
- QuickTime Movie (file .mov) - .MP4	Resolution and picture frequencies accepted	-1920 x 1080 pixels -The image-frequency to the original source (23.976p – 25i ou p - 29.97i ou p) -deinterlace interlaced images will be done by Radio-Canada	Resolution and picture frequencies accepted	-720 x 480 pixels -720 x 486 pixels -720 x 576 pixels (PAL) -16:9 – only anamorphic -Frequency image consistent with the original source (23.976p – 25i ou p - 29.97i ou p) deinterlace interlaced images will be done by Radio-Canada
	Supported Codecs	-XDCAM HD 422 @ 50Mbps -AVID DNx @ 115, 120 ou 145 Mbps by cadence -Apple ProRes 422 (HQ not required)	Supported Codecs	-DVCPRO @ 25 Mbps -AVID MERIDIEN 3:1 -Apple ProRes 422 (HQ not required)
	Compressions	10MB / minute MAX	Compressions	10MB / minute MAX
	Audio	- Stereo only - PCM linéaire, 48kHz, 24 ou 16 bits - -24dB (negative 24 db)	Audio	- Stereo only - PCM linéaire, 48kHz, 24 ou 16 bits - -24dB (negative 24 db)
<div>* Do not add the skippable ad function as this does not work with our player. * Do not add a countdown for the ad, as we already have one. * Do not modify the user's volume or add unmute.</div>				
Important				
Our media player is 16: 9 ratio, so any 4: 3 must be submitted to "pillarbox" in a 16: 9				
<div><div>16:9</div><div>4:3</div></div>			<div>Very important : no accent or special character in folder names and files (eg. instead of "théâtre d'ici.mov" write "theatre_d_ici.mov").</div>	

PRECISIONS

Important Notes:
<div>1. If collecting or using behavioural advertising, ensure proper notice & user choice is present. IAB Canada recommends the Canadian Ad Choices Program: http://www.YourAdChoices.ca; Additional file size allowance for icon/notice: 5 KB</div> <div>2. "User Initiation" defined: User-initiation is the willful act of a user to engage with an ad. Users may interact by clicking on the ad, and/or rolling over an ad (or a portion of an ad). A roll-over is defined as a willful pause of the user's cursor on the target portion of the creative (the "hot spot"), such pause lasting at least 1-second in duration, before an action may be initiated by the ad (i.e. trigger an expand, etc.). This pause/ delay prevents unwanted user-initiated actions, and false reporting of user engagement.</div> <div>3. Max CPU usage of 20% for in-page and 30% for full screen is based on the publisher-defined benchmark end-user CPU for its audience. Consult with each publisher individually for their benchmark number for testing. With Flash, filters and vector art can cause excessive CPU usage.</div> <div>4. Ad unit content must be clearly distinguishable from normal content (i.e. have a distinct dark grey border around it, to differentiate itself from the page's/app's content).</div> <div>5. All interstitials are recommended to have a frequency cap of 1 per hour per user at minimum.</div> <div>6. Ad units that are not fixed sizes should have portrait/landscape equivalent layouts. Pixel sizes listed above can be reversed. As the user adjusts their phone, the creative should load the appropriately resized ad.</div> <div>7. Custom ad units not mentioned here (i.e. wallpapers, microsites, etc.) may be accepted by publishers, but specifications are based on individual website requirements and are not standardized by IAB Canada.</div> <div>8. Creative should click through to a webpage, NOT an application or file, unless explicitly stated in the advertisement what the user can expect post-click. All links should open in a new window.</div> <div>9. IAB Canada encourages displaying rich media type ads on devices such as smartphones & tablets, so long as they use HTML5 (Flash does not work on most devices).</div> <div>10. Best practice is to have only one rich media ad unit per page. Recommended frequency cap is 1 per hour per user.</div> <div>11. High resolution creatives may be accepted by some publishers for higher quality images on double-density/retina displays. The accepted file weight for these high resolution creatives will also increase, but should be no more than double the file size noted in these guidelines. Check with the media provider for accepted file weights. To identify these creatives note 2x in the file name.</div>

HTML5 Guidelines:
HTML5 compressed (.zip) file allowance includes all assets contained within an ad package, which would be displayed upon loading. Duplicate assets for high resolution displays are considered one asset in the ad package, contributing respectively to the overall file size.
Includes HTML, images, CSS, JavaScript, font files, media and any other files which contribute to the ad display, zipped.

Creative/Tag Naming Conventions:
<div>Creative Naming Convention: Language_Size_Client_Campaign_CreativeVersion.FileType (Example: en_300x250_gm_cadillac_c01.html)</div> <div>Ad Tag Naming Convention: Language_Size_Client_Campaign_TagVersion.FileType (Example: en_300x250_gm_cadillac_t01.txt)</div> <div>Versioning: The c01 or t01 at the end of either an ad creative or ad tag, stands for "creative version one" or "tag version one." Any time ad creative is revised, the version should be changed to c02, c03, etc., so that Ad Operations can traffic the correct ad.</div> <div>Date Stamp (publisher ad operations only):When ad creative has been received from an Agency, a date stamp may be added to the end of the creative as follows: Language_Size_Client_Campaign_c01_YearMonthDay.FileType (Example: en_300x250_gm_cadillac_c01_121204.swf)</div> <div>See point 11 above with regards to identifying larger file sizes.</div>

Placement Name Conventions:
<div>In an attempt to expedite the process of getting a campaign booked, pushed live and paid for, IAB Canada recommends a standard way to name placements on both the publisher and agency ad servers (if there is the ability to adjust, as some companies have global naming schemes):</div> <div>Agency_Client_CampaignName_PublisherName_PlacementDescription_PricingDescription_AdSize_Targeting_CreativeDescription_Language</div> <div>Example: M2 Toyota Scion Casale RON CPM 300x250 M18-54 Roadshot EN</div>