CBC & Radio-Canada
MEDIA SOLUTIONS

Digital advertising platform
Technical Instructions

CONTOBOX SPECS

| Transition Fixed Size Ad unit (W*xH* 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.
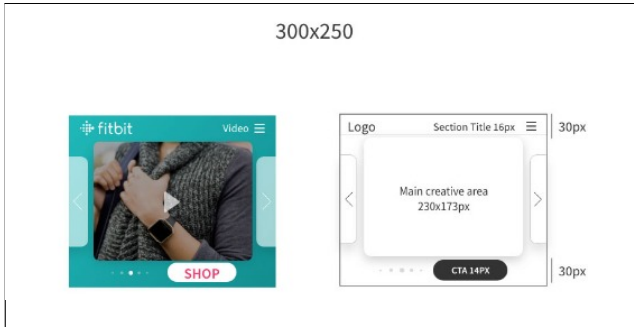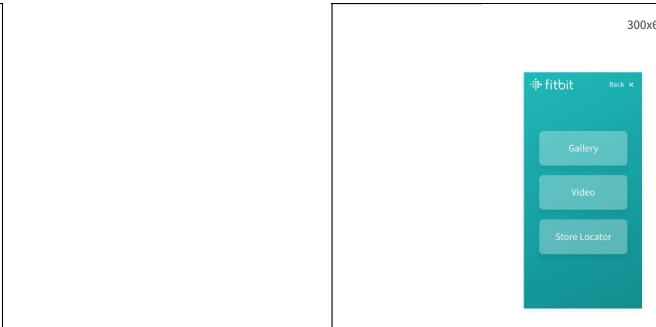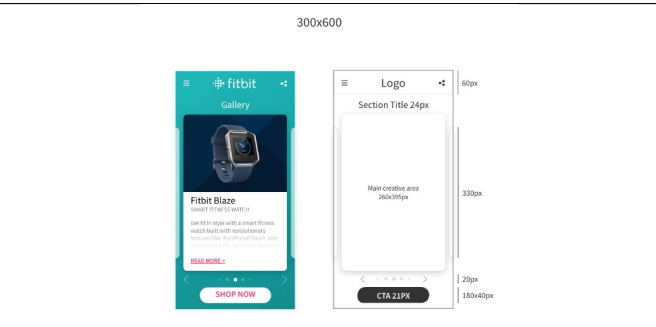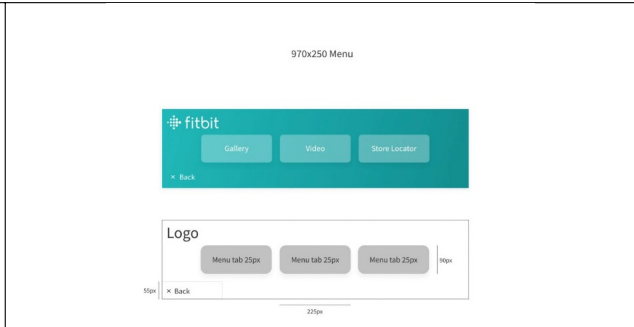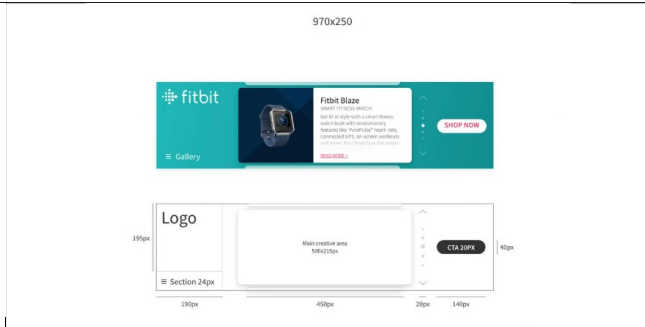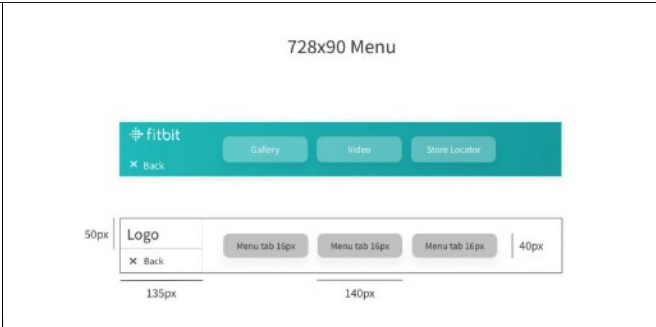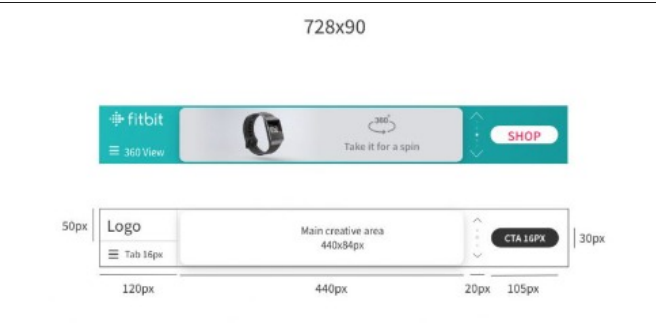
PRECISIONS

Important Notes:

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

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.

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.

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).

5. All interstitials are recommended to have a frequency cap of 1 per hour per user at minimum.

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.

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.

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.

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).

10. Best practice is to have only one rich media ad unit per page. Recommended frequency cap is 1 per hour per user.

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 then 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.

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:

Creative Naming Convention: Language_Size_Client_Campaign_CreativeVersion.FileType (Example: en_300x250_gm_cadillac_c01.html)

Ad Tag Naming Convention: Language_Size_Client_Campaign_TagVersion.FileType (Example: en_300x250_gm_cadillac_t01.txt)
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.

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)
See point 11 above with regards to identifying larger file sizes.

Placement Name Conventions:

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):
Agency_Client_CampaignName_PublisherName_PlacementDescription_PricingDescription_AdSize_Targeting_CreativeDescription_Language
Example: M2_Toyota_Scion_Casale_RON_CPM_300x250_M18-54_Roadshot_EN