CBC & Radio-Canada
MEDIA SOLUTIONS

Digital advertising platform
Technical Instructions

STANDARD ADS

	Ad Slot				Aspect Ratio (W:H)	Dimensions		File Load Size		Max Animation & Video Length	Audio Initiation	Implementation Notes & Best Practices
Brand markers	Ad Type	Ad Unit Name	Transition Fixed Size Ad unit (WxH in px)			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			
DT DT T	N/A	N/A	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 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
DT	N/A	N/A	Billboard 970x250		N/A	970x250	N/A					
DTS DTS TS	N/A	N/A	Bigbox 300x250		N/A	300x250	*Expands Left: 600x250	Image: 50 KB HTML5** see note : 100 KB				
DT	N/A	N/A	Double Bigbox 300x600		N/A	300x600	*Expands Left: 600x600	Image: 80 KB HTML5** see note : 150 KB				
	horizontal	2x1	Half Page HTML5		2:1	Responsive Ads	Responsive	250 KB	500 KB			*Best practices to develop HTML5 creatives for all devices*
	N/A	N/A	The Expendable		N/A	Responsive Ads						
S S	horizontal	6x1	Mobile Banner 320x50		6:1	320x50	Varies; see full screen ad units page	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 or in catfish
S	horizontal	3x1	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

CBC.ca	* (Need approval for this format)
ICI Radio-Canada.ca	* (Need approval for this format)
ICI Tou.tv	
ICI Espace.mu	
ICI Exploratv.ca	
ICI ARTV	
Mobile CBC	T (Tablet only) ** (App TV only) *** (Legacy banner, will not available in future)
Mobile SRC- Tou.tv	T (Tablet only) *** (Legacy banner, will not available in future)
Radio Canada International	T : Tablette, D : Desktop, S: Smartphone
App OHdio	T : Tablette, D : Desktop, S: Smartphone
CBC Listen	

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			
	In-Stream Video	Adaptive 16:9 recommended	N/A	Provide largest resolution available 1080p recommended	See our complete video specifications here!	30 seconds or less, 15 secondes recommaned; unlimited with user interaction	Always permitted	We accept Vast & VPAID everywhere except in Mobile Apps. Certified with MOAT, INS, Nielson, AdForm, Innovid and more. All Vast & VPAID tags are required to have a fallback asset within. 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.
	Audio Streaming	N/A	N/A	Provide highest available resolution 24bits, 48kHz, stereo Sonie integrated content : -24LKFS +/-2LU, -2dBTP Max.		N/A	Always permitted	Audio file format : - Linear PCM (.wav | .mov | .mp4) raw - Broadcast Wave MPEG1 Layer II (.wav | .mov | .mp4) 192 kbps / chanel
	Podcast / Download							
	Interstitial (Between the page)	Variable dimmension Phone Portrait (320x480) Landscape (480x320)*CBC only Tablet Portrait (768x1024) Landscape (1024x768)	N/A	JPG: 80k	2,2 MB unlimited in streaming	Max animation length : 10 seconds (including loop, max. 2); collapse if there is no interaction; 30 secs authorized only if user interacts within the first 10 seconds of ad showing (otherwise, ad collapses)	must be user initiated (on click : mute / un-mute); muted by default	Recommended that final frame contains pertinent information and that a frequency cap of 1 per hour per user be considered See the full screen ad units page for common aspect ratios & resolution sizes Should include "Close X" button if covering content Font = 8pt (11px) - 16pt (21px) Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
	Catfish (bottom of page)	site width x 60	Expansion not authorised for catfish; see rising star slider for expansion options	Image: 50 KB HTML5: 100 KB	2,2 MB	30 seconds or less, no loops; Recommended that final frame contains pertinent information	must be user initiated (on click : mute / un-mute); muted by default	close with command = « X Close » Font = 8pt (11px) - 16pt (21px) Video must include : Play, Pause, Mute (and/or volume control zero (0)).
	Wallpaper / Skin	CBC	Max - 2000x1000px CBC	Min 1304x1000px	N/A	JPG/GIF: 100k CBC	PNG : 1mb	N/A	N/A	N/A	CBC - There needs to be a transparent 1024x1000px cutout in the centre of the image
	Logo	Variable TOU.TV	EPS-PSD* R-C	135x76px CBC		N/A	- TOU.TV: EPS-PSD JPG/PNG: 40k	N/A	N/A	N/A	the creative must redirect to a webpage, not an app or a file such as a pdf.

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Radio-Canada OHdio	T : Tablette, D : Desktop, S: Smartphone
CBC Listen	

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.