



CBC & Radio-Canada

MEDIA SOLUTIONS

[Digital Advertising Platform](#)

[Technical Instructions](#)

STANDARD ADS

												Transition Fixed Size Ad Unit (WxH in pixels)	Aspect Ratio (W:H)	Dimensions		File Load Size		Max. Animation and Video Length	Audio Initiation	Implementation Notes and Best Practices			
														Initial (WxH in pixels)	Maximum Expanded (WxH in pixels)	Max. Initial File Load Size Allowance <i>(see HTML5 guidance in notes)</i>	Subsequent Max. Polite File Load Size						
			DT	DT	DT	D	D	DT	DT			DT	DT	Leaderboard 728x90	N/A	728x90	*Expands down: 728x360	Image: 50 KB HTML5: 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 contain relevant information. Expandables: Unlimited with user interaction.	Must be user- initiated (on click: mute/unmute); must be on mute by default.	Standard Creative: Accepted file formats: .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. Font = 8pt (11px)-16pt (21px) 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	D	DT	D	D		DT			DT	DT	Billboard 970x250	N/A	970x250	N/A	Image: 80 KB HTML5: 150 KB					
			D TSA	D	D TS	D	D	D TS	D TS			D TS	S	Big Box 300x250	N/A	300x250	*Expands left: 600x250	Image: 50 KB HTML5** see note: 100 KB					
			D TSA	D	D TS	D	D		D TS			DT	S	Double Big Box 300x600	N/A	300x600	*Expands left: 600x600						
			D TS											Half Page HTML5	2:1	Responsive Ads	Responsive	250 KB					500 KB
														Expandable	N/A	970x90 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 contain relevant 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 three business days before campaign start Expandable or Half Page Creative: Minimum five business days before campaign start	
This tool will determine if your image meets specifications	https://jolezef.com/imagesize/
CBC.ca	* (by approval only), T: Tablet, D: Desktop, S: Smartphone
Radio-Canada.ca	* (by 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
CBC.ca Mobile	T: Tablet, D: Desktop, S: Smartphone, A: App
Radio-Canada.ca Mobile	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	


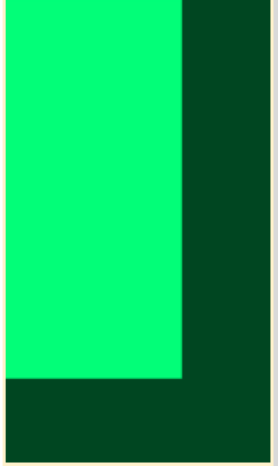
OTHER AD UNITS

 Creative Unit Name	Dimensions		Size		Max. Animation and Video Length	Audio Initiation	Implementation Notes and 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 highest resolution available. 1080p recommended.	See page 11 for Video file specifications and page 12 for VAST tag specifications.	30 seconds or less. 15 seconds recommended; unlimited with user interaction.	Always permitted.	We accept VAST everywhere and VPAID only on web platforms. We are certified with INS, Nielsen, AdForm, Innovid and more. All VAST and VPAID tags are required to have a fallback asset attached. Skippable ad function is not supported. Ad countdown is already integrated into our players. Do not modify the user's volume or add unmute.
Outstream	N/A	N/A			N/A	User-initiated (unmute on click); muted by default on load.	We accept VAST. Skippable ad function is not supported. Ad countdown is already integrated into our players. Do not modify the user's volume or add unmute.
Audio Streaming	N/A	N/A	N/A	N/A	N/A	Always permitted.	Audio file format: MPEG1 Layer III audio (mp3) 192 Kbps/channel - Maximum length of ad is 30 seconds.
Podcast	N/A	N/A	N/A	N/A	N/A	Always permitted.	
Interstitial** (between the page)	Variable dimensions. Phone Portrait (320x480) Landscape (480x320) Tablet Portrait (768x1024) Landscape (1024x768)	N/A	GIF, PNG, JPG: 1 MB Video not supported.	2.2 MB (unlimited in streaming)	10 seconds (including loop, max. 2); collapse on no interaction; 30 seconds authorized only if user interacts within the first 10 seconds of ad (otherwise, ad collapses).	N/A	Recommended that final frame contain relevant 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 and resolution sizes. Should include "Close X" button if covering content. Font = 8pt (11px)-16pt (21px)
Wallpaper Skin ***	Min. 1304x1000px Max. 2000x1000px	N/A	JPG/GIF: 100 K CBC PNG: 1 MB	See page 10 for Skin/Combo specifications.	N/A	N/A	1024x1000px transparent cutout is required in the centre of the image. Call-to-action or logo is required. The logo needs to be placed in the safe zone and on both skin panels. No safe zone at the bottom because of varying height of web page. *High visibility area: Primary logo goes in the safe zone on both sides. **Secondary text: Short, simple and easy to understand at a glance. *** Compatible resolutions: 1440x900px or higher.
Fluid / Native		N/A	See page 7 for CBC Native tiles and page 5 for Radio-Canada Fluid ads.	N/A	N/A	N/A	
Parallax	Landscape (2400x1800) Portrait (824x1464)	N/A	See page 4 for Parallax details.	N/A	N/A	N/A	
Carousel	300x250 300x600 1080x1080	N/A	JPG/PNG: 100 K (per image) JPG/PNG: 4 MB	N/A	N/A	N/A	Image asset limits: Min. 3 and max. 5 (per campaign). CTA optional. Apple News: Image aspect ratio = 1:1 and max. size: 1080x1080.





Standard Creative: Minimum three business days before campaign start | Expandable or Half Page Creative: Minimum five business days before campaign start

CBC.ca	**Transparent background
Radio-Canada.ca	
Mordu	
ICI TOU.TV	*Should be reversed for dark background
ICI Exploratv.ca	
ICI ARTV	
CBC.ca Mobile	***Only in CBC News and CBC Sports apps
Radio-Canada.ca Mobile / ICI TOU.TV	
Radio Canada International	
Radio-Canada OHdio	
CBC Listen	
Apple News	


PARALLAX SPECIFICATIONS



ELEMENTS	DETAILS
<p>Landscape Image</p> <p>Safe zone: No element (text/logo) may appear in the dark zone, top left alignment.</p>	<p>2400x1800 Safe zone: 2000x1100 Weight < 450 KB</p> 
<p>Portrait Image</p> <p>Safe zone: No element (text/logo) may appear in the dark zone, top left alignment.</p>	<p>824x1464 Safe zone: 550x1200 Weight < 350 KB</p> 
<p>Landing Page URL <i>(Web page that users are taken to when they click your ad)</i></p>	<p>Max. 1,024 characters</p>
<p>Pixel Tracker</p>	<p>Formats: JPG, PNG Size: 1x1 pixels</p>

NATIVE/FLUID SPECIFICATIONS
Radio-Canada

ELEMENTS	DETAILS
Title	Max. 42 characters
Advertiser Name	Max. 15 characters
Type of Destination URL Is it an internal link to Radio-Canada.ca or an external one? <i>E.g., ici.tou.tv or erableduquebec.ca</i>	Internal/external
Landing Page URL <i>(Web page where users are redirected to when they click your ad)</i>	Max. 1,024 characters
<p>Large 16:9 Rectangular Image <i>Intended to promote the product or service</i></p> 	<p>Formats: JPG Max. resolution: 1920x1080 pixels Format 16:9 Max. file size: 150 KB Safe zone of 388px wide by 180px high from top left corner of image (in blue). Anything that appears in the red area will not be visible.</p>
	<p>Same image is used, but in XS, it is cropped on the sides. The image safe zone is 218x218 pixels (in blue). Formats: JPG Max. resolution: 400x400 pixels Format: 1:1 Max. file size: 150 KB Anything that appears in the red area will not be visible.</p>
Fonts to use for designing your assets: (cannot be changed in the ad server)	
Radio-Canada	
EXAMPLE	
<p align="center">Contenu publicitaire ⓘ</p> 	<p align="center">Contenu publicitaire ⓘ</p> <div style="border: 1px solid black; padding: 10px; text-align: center;"> <p>Table rase, sans filtre ni jugement ↗</p> <p>CONTENU PUBLICITAIRE</p> <p><i>Avec Desjardins</i></p>  </div>

INTERSCROLLER SPECIFICATIONS

ELEMENTS	DETAILS
<p style="text-align: center;">Background Image (Main Component) The background image must be exactly 400x1000 pixels.</p> <div style="display: flex; align-items: center; justify-content: center;">  <div style="margin-left: 20px;"> <p>Exclusion Zone (200px)</p> <p>Safe Zone (600px) Where the ad content resides</p> <p>Exclusion Zone (200px)</p> </div> </div>	<p style="text-align: center;">Format: JPG, PNG Max. resolution: 400x1000px (WxH) Max. file size: 150 KB Safe zone: 600px (in height)</p>
<p>Click-Through URL</p>	<p>Mandatory</p>
<p>Impression Tracker</p>	<p>Optional</p>

EXAMPLE	
	

NATIVE TILE SPECIFICATIONS CBC

ELEMENTS	DETAILS
Image	310x175 pixels
Body	Native headline; max. 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 is used for screen readers.
Third-Party Impressions Tracker	This is optional.
Background Colour	#EAEAEA (light grey)
Border Colour	#8C8C8C (dark grey)

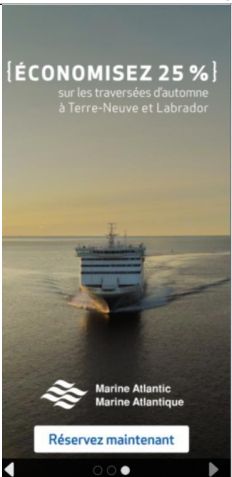
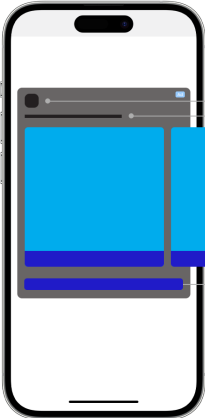
EXAMPLE



CAROUSEL

ASSETS	DETAILS	
	Desktop/Mobile	Apple News
Image Type	PNG/JPG	PNG / JPG
Cards per Campaign	Min. 3 / Max. 5	Min. 3 / Max. 5
Link	Min. 1 per campaign / Max. 1 per card	Min. 1 per campaign / Max. 1 per card
Click Tracker	Supported	Supported
Impression Tracker	Not supported	Not supported
Dimension	300x250 300x600	1080x1080
Max. Size per Card	100 K	4 MB
Video	Not supported	Supported
Animation	Supported (GIF only)	Supported
Title	Not supported	25 characters
Card Headline	Not supported	50 characters
Call to Action	Try It Free, Learn More, Download Now, View More, Buy Now, Read More, Subscribe Now, Watch Now, Shop Now, Listen Now, Read Now, Explore Now	

EXAMPLE

Desktop/Mobile	Apple News
 <p style="color: red; font-weight: bold;">Size per image: 50kb~150kb</p> <p style="color: red; font-weight: bold;">Content Zone: 300px width 565px height</p> <p style="color: red; font-weight: bold;">Overlay: (35px height)</p>	 <p style="font-size: small;">Advertiser Logo (Optional)</p> <p style="font-size: small;">Carousel title</p> <p style="font-size: small;">1:1 or 16:9 image</p> <p style="font-size: small;">Card headline</p> <p style="font-size: small;">Choice of CTA</p>

CO-BRAND SPECIFICATIONS – CBC

IMAGES

Must be provided.
 For the 300x250 format, image must be 300x115.
 For the 728x90 format, image must be 270x90.

Example:



Filenames – insert name of file if necessary:

Description (max. 80 characters, including spaces) – insert your description here:

URL – insert URL here:

LOGOS

Must be provided.
 For the 300x250 and 728x90 formats, logo must be 127x55.
 For the 320x50 format, logo must be 80x38.

Example:

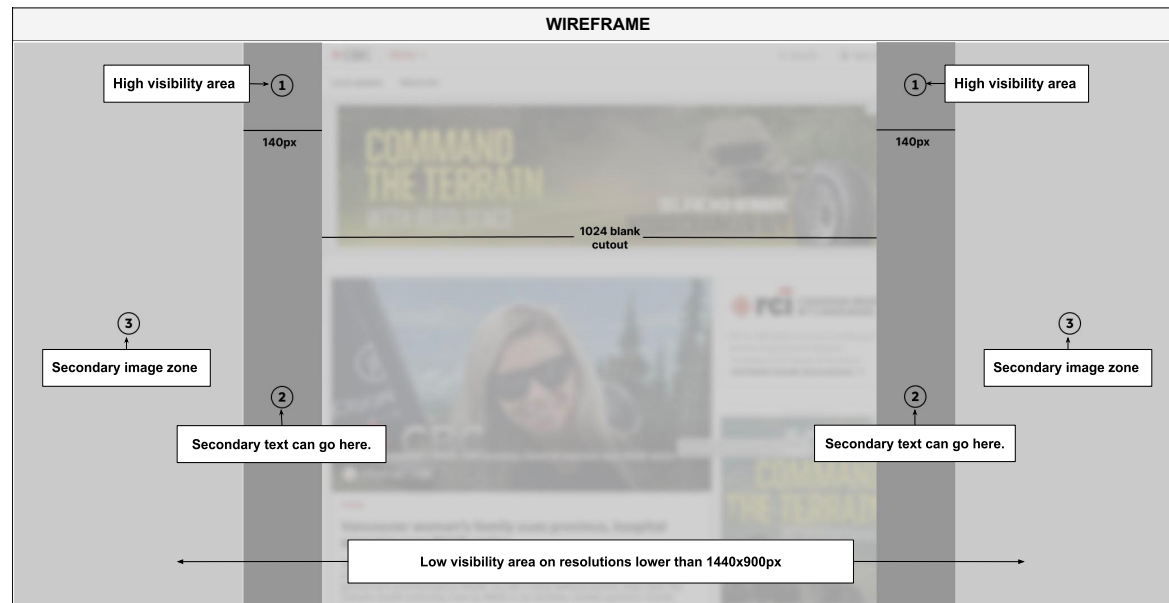
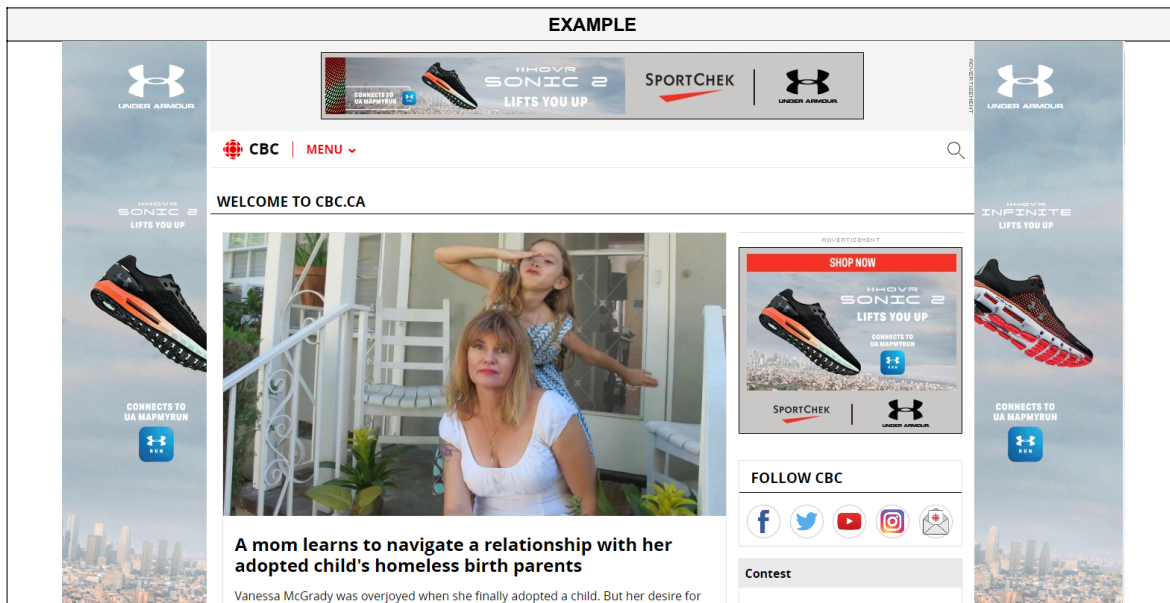


CTA – Insert call to action here (e.g., Find Out More, Learn More):

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

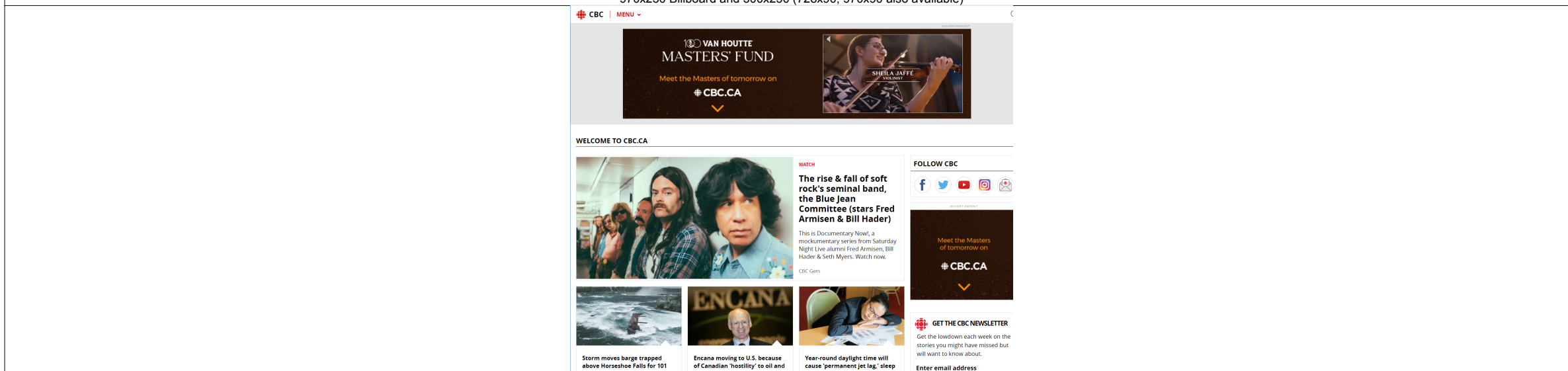
SKINS AND COMBOS - CBC

SKIN




COMBO

970x250 Billboard and 300x250 (728x90, 970x90 also available)



STANDARDS FOR VIDEO FILES

CONTAINERS	DETAILS	HD MATERIAL	SD MATERIAL
- QuickTime movie (file .mov) - .MP4	Resolution and Frame Rates	- 1920x1080 pixels. - Frame rate consistent with original source (23.976p – 25i or p – 29.97i or p). - Deinterlacing of interlaced images will be done by CBC/Radio-Canada.	- 720x480 pixels. - 720x486 pixels. - 720x576 pixels (PAL). - 16:9 – only anamorphic. - Frame rate consistent with original source (23.976p – 25i or p – 29.97i or p). - Deinterlacing of interlaced images will be done by CBC/Radio-Canada.
	Supported Codecs	- XDCAM HD 422 @ 50 Mbps. - Apple ProRes 422 (HQ not required).	- DVCPRO @ 25 Mbps. - Apple ProRes 422 (HQ not required).
	Compression	Max. 10 MB/minute	10 MB / minute Max.
	Audio	Stereo only. PCM linear, 48 kHz, 24 or 16 bits. -24 LKFS (mean_volume: -17,5 dB and max_volume: -1,5 dBTP)	Stereo only. PCM linear, 48 kHz, 24 ou 16 bits. -24 LKFS (mean_volume: -17,5 dB and max_volume: -1,5 dBTP)
* 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.			
Important			
Our media player is in 16:9 ratio.		<div style="text-align: center;">  </div>	
		<div style="text-align: center;"> <p style="color: red; margin: 0;">Very important:</p> <p style="margin: 0;">Do not use accents or special characters when naming files or folders (e.g., instead of <i>“théâtre d’ici.mov”</i>, write <i>“theatre_d_ici.mov”</i>).</p> </div>	

STANDARDS FOR VAST TAGS

VIDEO						AUDIO					
Progressive Download	Codec	Aspect Ratio	Resolution (px)		Bit Rate (Kbps)	Frame Rate (fps)	Codec	Bit Rate (Kbps)	Channel	Sample Rate	Volume
MOV (.mov) MPEG 4 (mp4)	H.264	16:9	High/HD	1920x1080	2500-4000	29.970 NTSC 25 PAL 23.976 Film Look	AAC	128-192	Stereo	48 kHz	-24 LKFS <i>mean_volume: -17.5 dB</i> <i>max_volume: -1.5 dBTP</i>
				1280x720	1500-2500			128-192			
			Medium/SD	854x480	700-1500			128-192			
			Low	640x360	500-700			96			

SKIPPABLE

** Do not add the skippable ad function as this does not work with our player.*

COUNTDOWN

** Do not add a countdown for the ad, as we already have one.*

VOLUME / MUTE

** Do not modify the user's volume or add unmute.*

Reference: [Ad Format Guidelines for Digital Video and CTV | IAB Tech Lab](#)

ADDITIONAL DETAILS

Important Notes:

1. If collecting or using behavioural advertising, ensure proper notice and 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 wilful 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 rollover is defined as a wilful pause of the user's cursor on the target portion of the creative (the "hot spot"), such pause lasting at least one-second in duration before an action may be initiated by the ad (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/app content).
5. All interstitials are recommended to have a frequency cap of one 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 (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 web page, 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 and 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 one 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 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.

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 that 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). See point 11 above with regard 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_ROM_CPM_300x250_M18-54_Roadshot_EN