Ad Unit Specification & Creative Policies 2020

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General Guidelines

SSL Compliant Ads

- We recommend that you send SSL-compliant creative ad tags and trackers for campaigns to ensure the broadest access to inventory and optimal performance for your campaigns running on the Zeta platform. Also ensure that any third-party beacons trafficked into your creatives via your ad server are also SSL compliant ('https:'). Note that SSL- compliant ad tags will also run on non-SSL ad inventory.
- Please reach out to your account manager for any questions you may have.

General Content Standards

- White ads must have a distinct border to clearly identify where the page ends, and advertisement begins.
- Sponsor of the advertising message must be clearly identified.

- An ordinary person must be able to make an informed decision from the offers in the ad.
- It is the advertiser's responsibility to ensure that all product claims, warranties, guarantees or other assurances comply with applicable laws & regulations.
- Destination Landing URLs must be crawlable for search engines (i.e. search engines have to be able to navigate to the page-- more info: http://www.agent-seo.com/ seo/6-crawlability-mistakes-how-to-cure-them/).
- Ad unit and landing page must have detailed disclosures as appropriate; in particular, full terms and conditions of the offer must be easily accessible on landing page.

Creative CANNOT:

- Use "bait and switch" tactics, e.g. advertising that promotes an unavailable product or price as a means of luring the user into purchasing a different product.
- Display false functionality - contain graphics that simulate interactivity where no such interactivity exists.
- Resemble error messages or Windows/Mac/Unix dialogue boxes.
- Prompt a download (except for mobile app install campaigns).

General Guidelines Cont.

Subjective Content

- Astrology, horoscopes, psychic services or other related services.
- Creative MUST state that the service is for entertainment purposes only.
- Creative CANNOT imply that there are scientific groundings to such services and/or promises of wealth or good fortune.
- All ringtone/cell phone offers must disclose the details of the service, particularly when the offer requires a subscription.
- Ads for promotions (contests, sweepstakes, special offers):
- Creative CANNOT imply that the promotion is approved or endorsed by any government or quasi-government entity?
- MUST offer a fair opportunity for all entrants to win
- Chance based promotions MUST clearly disclose that no purchase is necessary
- CANNOT claim "everyone wins", or suggest that user was specially selected to receive a prize
- CANNOT suggest that a payment by the winner is necessary to claim a prize (except for applicable taxes)
- MAY NOT imply that the mere act of clicking a button is sufficient to win (e.g. "Win a car! Click here!")
- Ads for food products must comply with applicable laws & regulations regarding definitions/restrictions on food-related descriptive words
- The use of the word "Free" in any ad MUST fully comply with all state and federal guidelines, and disclose all material terms and conditions to obtain the free item; in particular, ad units

which claim to offer "free gifts" which in fact require the user to sign up for one or more offers, trial subscriptions, etc., must disclose how many offers the user must complete before receiving the gift.
- CANNOT Suggest that the product alone is effective for weight loss or make any unrealistic claims about the amount of weight that can be expected from the product
- MUST, where weight loss claims are made or implied, contain a disclaimer such as "results not typical; individual results may vary".

Unacceptable Content

- We will not accept ads for the following products: illegal narcotics, lotteries (other than official state lotteries sponsored by a U.S. state, e.g. Illinois State Lottery), degrees for sale or offered by non-accredited universities or programs, loan products which require upfront fees, products/services that claim to repair bad credit, securities (stocks, bonds, notes, warrants, options, etc), insider tips on a particular stock or commodity.

Zeta Global Reserves the right to alter this guidance at any time including, but not limited to, guidance on technical ad specifications and prohibited categories of goods and services.

Zeta Misleading Creative Format, In-banner Video or Video Stuffing Policy

Zeta does not allow ad creatives whose format is intentionally misleading. Ads whose format is found to be intentionally misleading using methods including but not limited to video stuffing, are subject to the Zeta malware policy.

Video Stuffing is defined as:
   a. Using display banner creative or VAST video creative to buy display banner inventory or video inventory that serves pre-roll content that syndicates video inventory ad requests to buyers on ad networks and video SSPs.
   b. Using display banner creative or VAST video creative to buy display banner inventory or video inventory and serve/rotate multiple video ad creatives in succession.

In-banner video defined as:
   a. Use of display banner creative to serve a video player without ending the animation after 15s with a call to action (separating this from Rich Media that uses video clips) or user interaction through expansion (excluding full screen expansion).

Zeta Malware Policy

Malware delivered via advertising creatives degrades the advertising ecosystem, undermines Zeta's relationship with supply partners, harms consumers and negatively affects Zeta's brand. Additionally, malware infected machines may be used to generate money for fraudsters. Zeta does not allow ad creatives that are infected with malware, or can be used as a distribution vector for malware. Ads that misrepresent themselves or ads that click through to landing pages that are infected with malware are not allowed.

Ads that are found to violate this policy will be disapproved from running on Zeta. Accounts associated with ads that are found to violate this policy more than once will be suspended.

Display Ads

Creative Unit	Rectangle	Skyscraper	Leaderboard
Dimensions (WxH) in pixels	Common sizes Include: 300x250, 300x600, 200x200, 234x60, 250x250, 320x100, 320x480, 930x180, 970x250, 120x240, 180x150	Common sizes Include: 160x600, 120x600, 300x1050	Common sizes Include: 728x90, 468x60, 470x80, 970x90, 980x120, 980x90
File Types	.GIF, .JPG, .PNG, HTML5 (HTML5 assets must be hosted by a third-party)	.GIF, .JPG, .PNG, HTML5 (HTML5 assets must be hosted by a third-party)	.GIF, .JPG, .PNG, HTML5 (HTML5 assets must be hosted by a third-party)
Max Frame Rate	24 fps	24 fps	24 fps
Max Initial File Load Size	200 KB	200 KB	200 KB
Subsequent Max Polite File Load Size	1 MB	1 MB	1 MB
Subsequent Max User-Initiated File Load Size	1.5 MB	1.5 MB	1.5 MB
Subsequent Max User-Initiated Additional Streaming File Size	N/A	N/A	N/A
Maximum Animation Length	15-sec	15-sec	15-sec
Max Percentage of CPU Usage	20%	20%	20%
Labeling Requirements, Font Size, etc.	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)
Submission Lead-Time	Min 5 business days before campaign starts	Min 5 business days before campaign starts	Min 5 business days before campaign starts

Display Expandable Ads

Creative Unit	Medium Rectangle	Skyscraper	Leaderboard
Initial Dimensions (WxH) in pixels	300x250	160x600, 120x600	728x90
Maximum Expanded Dimensions (WxH) in pixels	600x250	320x600	728x315
File Types	.GIF, .JPG, .PNG, HTML5 (HTML5 assets must be hosted by a third-party)	.GIF, .JPG, .PNG, HTML5 (HTML5 assets must be hosted by a third-party)	.GIF, .JPG, .PNG, HTML5 (HTML5 assets must be hosted by a third-party)
Max Looping	3	3	3
Max Frame Rate	24 fps	24 fps	24 fps
Max Initial File Load Size	200 KB	200 KB	200 KB
Subsequent Max Polite File Load Size	1 MB	1 MB	1 MB
Subsequent Max User-Initiated File Load Size	2.2 MB for creative files	2.2 MB for creative files	2.2 MB for creative files
Maximum Animation Length	15-sec	15-sec	15-sec
Minimum Required Controls	"Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px)"	"Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px)"	"Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px)"
Submission Lead-Time	Min 5 business days before campaign start	Min 5 business days before campaign start	Min 5 business days before campaign start
Implementation Notes & Best Practices	Best Practice: For times when the user's browser does not support creative functionality (i.e. HTML5), provide a standard image file. Expansion: we can take any direction of expansion - but multiple directions can't be in one tag-- must be separate tags for each direction. This is important to note as agencies are leaning towards one tag.	Best Practice: For times when the user's browser does not support creative functionality (i.e. HTML5), provide a standard image file. Expansion: we can take any direction of expansion - but multiple directions can't be in one tag-- must be separate tags for each direction. This is important to note as agencies are leaning towards one tag.	Best Practice: For times when the user's browser does not support creative functionality (i.e. HTML5), provide a standard image file. Expansion: we can take any direction of expansion - but multiple directions can't be in one tag-- must be separate tags for each direction. This is important to note as agencies are leaning towards one tag.

Mobile Ads (Standard)

	Smartphone	Tablet
Initial Dimensions (WxH) in pixels	300x50, 300x250, 320x50, 320x480, 480x320 All Display sizes are highly recommended as well.	300x250, 160x600, 728x90, 768x1024, 1024x768 All Display sizes are highly recommended as well.
Maximum Expanded Dimensions	Expansion not allowed for this unit	Expansion not allowed for this unit
File Types	GIF, JPG, PNG, third-party JS tags (No flash) (HTML5 assets must be hosted by a third-party)	GIF, JPG, PNG, third-party JS tags (No flash) (HTML5 assets must be hosted by a third-party)
Max Looping	3	3
Max Initial File Load Size	40 KB	40 KB
Subsequent Max Polite Size	Not allowed for this unit	Not allowed for this unit
Max Animation Length	15-sec	15-sec
Max Percentage of CPU Usage	20%	20%
Labeling Requirements, Font Size, etc.	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)
Submission Lead-Time	Min 5 business days before campaign starts	Min 5 business days before campaign starts
Implementation Notes & Best Practices	Ensure images are mobile web optimized; landing pages must be mobile optimized; include dimensions in file name	Ensure images are mobile web optimized; landing pages must be mobile optimized; include dimensions in file name

Mobile Ads (Rich Media/Expand)

	Smartphone	Tablet
Initial Dimensions (WxH) in pixels	300x250, 320x50, 320x480, 480x320	300x250, 160x600, 728x90, 768x1024, 1024x768
Maximum Expanded Dimensions	300x250 -> 320x480 320x50 -> 320x480 320x480 -> 320x480 480x320 -> 480x320	300x250 -> 500x400 160x600 -> 400x600 728x90 -> 728x400 768x1024 -> 768x1024 1024x768 -> 1024x768
File Types	Third-party JS tags (No flash)	Third-party JS tags (No flash)
Max Looping	3	3
Max Initial File Load Size	40 KB	40 KB
Subsequent Max Polite Size	Not allowed for this unit	Not allowed for this unit
Max Animation Length	15-sec	15-sec
Max Percentage of CPU Usage	20%	20%
Labeling Requirements, Font Size, etc.	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)
Submission Lead-Time	Min 5 business days before campaign starts	Min 5 business days before campaign starts
Implementation Notes & Best Practices	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name

Video Ads

	Desktop	Mobile
Dimensions (WxH) in pixels	300x250 or larger	300x250 or larger
File Format (Hosted by Zeta)	Raw files – MOV, MP4, FLV, WebM, AVI, WMV	Raw files – MOV, MP4, FLV, WebM, AVI, WMV
VAST	3.0 – Must be mobile encoded with MP4	3.0 – Must be mobile encoded with MP4
VPAID	VPAID Flash and VPAID JS	VPAID JS
Max File Size	50MB	50MB
Aspect Ratio	16:9 Widescreen, 4:3 Standard	16:9 Widescreen, 4:3 Standard
Max Video & Animation	30 fps	30 fps
Bit-Rate (KBPS)	300-400	300-400
Max Video Length	30-sec	30-sec
Audio Initiation	Must be user-initiated (on click) Default state must be muted	Must be user-initiated (on click) Default state must be muted
Minimum Required Controls	Play, Pause, Mute	Play, Pause, Mute
Companion Banner	300x250	300x250
Codecs	Upload files* encoded with an h.264 codec at the highest quality setting recommended. The following codecs are also supported: mjpeg, mpeg4, h263, dvvideo, svq3, svq1, qtrle, rawvideo, rpza.	Upload files* encoded with an h.264 codec at the highest quality setting recommended. The following codecs are also supported: mjpeg, mpeg4, h263, dvvideo, svq3, svq1, qtrle, rawvideo, rpza.
Container Format	FLV, MPEG-4 Part 14, or OGG	FLV, MPEG-4 Part 14, or OGG
Submission Lead-Time	Min 5 business days before campaign starts for both desktop and mobile	Min 5 business days before campaign starts for both desktop and mobile

CTV Ads

Asset	Specs
Raw Video File (MP4)	• 1920 x 1080 or 1280 x 720 (16:9) • 1440 x 1080 (4:3) • Letterboxing on native 1.78:1 (16 × 9) or pillar boxing on native 1.33:1 (4 × 3) content is not allowed. • Constant Bitrate (CBR) 15-60 Mbps (Preferred) • Variable Bitrate (VBR) 20-60 Mbps (Accepted) • Main Profile @ Main Level (MP@ML) • 4:2:2 color space • 30 FPS • Video Duration - 15-30 Seconds - *(Longer durations are subject to approval)* • Aspect Ratio: 16:9 • Minimum Bid Rate: 3500 kbps • Minimum Bid Rate (Audio): 180 kbps
VAST 2.0	• No Brand Safety Wrappers (i.e., MOAT, IAS, DoubleVerify, etc.) • Only the following Media File types within the **VAST XML** are accepted: **MOV, MP4, FLV** **NOTE** • VAST tags must include media files within their immediate XML before they can start bidding. If the media files do not appear in the immediate XML and only appear in the nested VAST's XML, this will cause our system to not pick up the media files. • **NO VPAID** as Viewability is not supported for CTV inventory. • Acceptable assets could include a Raw Video File and a Vast URL will be created. However, the exported tag cannot be wrapped in Brand Safety and a Viewability goal cannot be applied.

Native Ads - Display Only

	Specs
Headline Title	30 characters, 60 characters max - the title of the product they are promoting, the name of an event, etc.
Body	90 characters, 125 characters max - Description of the product or event. Keep it short and crisp.
Sponsored	Name of the advertiser. ex. Melia, Teva
Call to Action Button	Example Click Here, Shop Now, Learn More - (This will be required by AdX)
Image Size	At least 500 by 500 pixel image, 1200 by 672 pixel image is recommended with roughly 2:1 aspect ratio (free of text).
File Size	Less than 1MB. This can be uploaded or added as URL for image
Landing URL	URL where the ad should link to
3rd Party Trackers	We support up to 2 trackers that run with 1x1 image tag. e.g. impression tracker and click trackers
	Best Practices
Larger images are best	• The larger the image (as long as it is under 1MB) the better. Stretching small images to larger placements will diminish their quality. • Zeta will never stretch your images, we recommend providing the largest image possible to the maximum number of placements. • Images should be JPEG or PNG files.
Lifestyle images drive stronger performance	• Lifestyle images outperform info graphics and standalone product images. As a result, we recommend using images that show your product in context.
Minimize text on image (none is preferable)	• Text on images can get cut off when the images are dynamically resized and cropped to fit thousands of publisher placements. • We recommend keeping images text free and limiting the text to the headline and body copy. • If text is needed, please center it as much as possible. • Leave ample room on all 4 sides to ensure that the text is not cut off when the images are dynamically resized.
Center the focal points	• Ideally, the focal point of the image should be as centered as possible. • If there are multiple focal points, make sure there is ample spacing, and the focal points are not at the edges of the image. • This will ensure that key elements are not cropped out.
Short, direct, relevant, prescriptive copy	• Headline and body copy should be clear, concise, and speak directly to your audience. • Be sure to include a direct call to action. • Copy should be able to stand on their own as well as form a cohesive message. • Copy should be relevant to the image.