

IAB Canada: CUAP Summary Document FINAL, Updated July 18, 2008



**Definitions**

**Standard creative** = gif, jpg, or standard Flash 40k (or under)  
**Rich Media creative** = Any of: Expandable, Floating (OTP),  
 Flash creative over 40k, with "polite" download

**Ad Creative Due Dates**

**Standard creative** must be submitted to Publisher 3 days prior to live date  
**Rich Media, Video creative** should be sent to Publisher at least 5 days prior to live date.  
**NOTE:** If Advertiser or Agency is using a 3rd Party Vendor to serve creative, it is recommended that creative be submitted to Vendor 10 days prior to live date.

CUAP Format	In-Unit (In-Page) Ads		Expandable Ads			Floating (Over-The-Page (OTP)) Ads	
	Standard	Rich Media	Rich Media			Rich Media	
	File Size	File Size	File Size	Expanded Size (Down)	Expanded Size (Left)	File Size	Floating Size
<b>Leaderboard (728x90)</b> <b>Big box (300x250)</b> <b>Skyscraper (160x600)</b>	40k	40k initial load, 2.2mb progressive load*1	40k initial load, 2.2mb progressive load*1	728x360	n/a	80k initial load, 2.2mb progressive load*1	Check Ad Features By Publisher Database*2 for Publisher-specific ad size restrictions.
			n/a	600x250			
			n/a	320x600			
Functionality	Animation	*Up to 30 seconds automatic. Unlimited during interaction.	* Up to 30 seconds automatic. Unlimited during interaction. * <b>Expandable only on user interaction.</b> - If Expanding on roll-over, retract on roll-off. - If Expanding on click, retract by using 'Close X' box. * 'Close X' button top right, Arial 12pt(in Word) or 16pt(in Photoshop/Flash).			* Up to 10 seconds floating component. Unlimited during interaction. * 'Close X' button top right, Arial 12pt(in Word) or 16pt(in Photoshop/Flash).	
	Audio	User-initiated on click only. If using audio a functioning on/off button is required. Volume control is optional.					
	Flash	Maximum 30 frames/second, up to and including Flash 8.0. (NOTE: Backup .gif or .jpg required with all Flash creative)					
	General	* Call to action ("roll-over to expand" or "click to expand") recommended, so that the user understands ad functionality.			* Floating (OTP) units are available with/without companion ads *2 * Floating component should be frequency capped *2 <b>Check Ad Features By Publisher Database</b>		

**In-Stream Video Ads** (Can run before, during or after publisher video content. Also referred to as "pre-roll" video advertising)

Length/Durartion	Aspect Ratio	Raw file size	Supporting Ad	Audio	Accepted Codecs	Container	Functionality
Up to 15 seconds*2 Up to 30 seconds*2	16:9 or 4:3*2	Minimum 2 Mbps	Varies by publisher*2	May play automatically	MPEG2, WMV, H.264/AAC, MPEG4	.mov, .avi, .wmv	Maximum 30 fps

\*1 - Larger progressive file size available (up to 4.4 mb), but must be arranged with Rich Media vendor in advance. NOTE: All 3rd Party Vendor and polite download costs are paid by Advertiser.  
 \*2 - Please see **Ad Features By Publisher Database** for details

\*3 - IAB Canada CUAP does **NOT** support any of the following:

- \* Pop-up or Pop-under ads
- \* Ads with audio on. Except for Video ads in a Video Channel, ALL audio must be initiated by the user, on click.
- \* Pre-expanded ads

**Universal ClickTAG Info/Code:**

<http://www.iabcanada.com/clicktag/>

**NEW! Creative Naming Convention:**

language\_size\_client\_campaign\_typeversion01,02,03etc.

**Creative Example:** en\_300x250\_gm\_cadillac\_c01.swf

**Ad Tag Example:** en\_300x250\_gm\_cadillac\_t01.txt

**TypeVersion**

c01 or t01 at the end of each ad stands for 'creative version one' or 'tag version one'.

If creative is revised and resent to Publishers, then the version should be changed to c02, c03 etc., or t02 (for ad operations only), so that the latest version of ad creative can be identified easily.

**Date Stamp**

When creative has been received by Publisher ad operations, a date stamp will be added

to the end of the creative as follows:

language\_size\_client\_campaign\_c01\_yearmonthday

**Date Stamp Example:** en\_300x250\_gm\_cadillac\_c01\_081204.swf

