



CUAP - Canadian Universal Ad Package (In Effect As Of January 1, 2011)

	Creative Unit Name	Accepted File Dimensions (in pixels)	Accepted File Formats	Maximum Initial File Size	Maximum Additional Streaming	Maximum Animation Time	Audio	Submission Lead-Time	Implementation Notes
STANDARD ADS	Leaderboard	728x90	.GIF .JPG or .PNG images or Adobe Flash .SWF*	40 KB	2.2 MB (see Notes)	30 seconds	None	3 days to Publisher, 5 days to 3rd Party Rich Media Vendor	A) Check Publisher Database for size availability and targeting capabilities. B) Creative should click through to a Webpage, NOT an application or file. C) Streaming external content requires creative to be delivered via 3rd Party Vendor.
	Bigbox	300x250							
	Skyscraper	160x600							
EXPANDING ADS	Expanding Leaderboard	728x90 (Expands down to 728x360 or less, with a "CLOSE X" button on the bottom-right corner)	Adobe Flash .SWF* (Must only be served via 3rd Party Rich Media Vendor)	40 KB	2.2 MB (see Notes)	30 seconds (Unlimited after user interaction)	Permitted after a user clicks to un-mute	5 days to Publisher, 10 days to 3rd Party Rich Media Vendor	A) Check Publisher Database for accepted 3rd Party Rich Media Vendors. B) Expandable only on user interaction. Pre-expanding ads NOT supported. C) Provide a call-to-action ("roll-over to expand" or "click to expand") for clarity. D) Ensure entire area of the "CLOSE X" button is clickable, not just the text. E) "CLOSE X" button should be Arial 12pt (Word) or 16pt (Photoshop/Flash). F) If expanding on mouse over, you must also retract instantly on mouse-off. G) Should be delivered with a frequency cap of 1 per hour (or longer). H) All DHTML ads (Expanding/Floating) should be limited to one per page.
	Expanding Bigbox	300x250 (Expands left to 600x250 or less, with a "CLOSE X" button on the upper-left corner)							
	Expanding Skyscraper	160x600 (Expands left to 320x600 or less, with a "CLOSE X" button on the upper-left corner)							
FLOATING ADS	Floating OTP (Over The Page)	250,000 Pixel Stage (Example: 500x500, 1250x200 or 100x2500) with a "CLOSE X" button on the upper-right corner. Can also be delivered in addition to any STANDARD AD	Adobe Flash .SWF* (Must only be served via 3rd Party Rich Media Vendor)	80 KB	2.2 MB (see Notes)	10 seconds (Unlimited after a user interaction)	Permitted after a user clicks to un-mute	5 days to Publisher, 10 days to 3rd Party Rich Media Vendor	A) Check the Publisher Database for accepted 3rd Party Rich Media Vendors. B) Pop-ups and Pop-unders are NOT supported. C) Ensure entire area of the "CLOSE X" button is clickable, not just the text. D) "CLOSE X" button should be Arial 12pt (Word) or 16pt (Photoshop/Flash). E) Should close itself after 10 seconds if no click interaction takes place.. F) Must be delivered with a frequency cap of 1 per hour (or longer). G) All DHTML ads (Floating/Expanding) should be limited to one per page.
VIDEO ADS	In-Unit Video	Video can run in any in-page unit from STANDARD AD selections	Adobe Flash .SWF* (Must only be served via 3rd Party Rich Media Vendor)	40 KB	2.2 MB (see Notes)	30 seconds (Unlimited after a user interaction)	Permitted after a user clicks to un-mute	5 days to Publisher, 10 days to 3rd Party Rich Media Vendor	A) Check the Publisher Database for accepted 3rd Party Rich Media Vendors.
	In-Stream Video (Pre-Roll)	4:3 or 16:9	.MOV .AVI or .WMV (MPEG2, MPEG4, or H.264 codec, Publisher-served ONLY)	N/A	2.2 MB (see Notes)	30 seconds	Always permitted	3 days to Publisher	A) Check the Publisher Database for aspect ratio availability.
MOBILE ADS	Medium Banner	168x28	.GIF .JPG or .PNG images	3 KB	None	10 seconds	None	3 days to Publisher, 5 days to 3rd Party Rich Media Vendor	A) Check the Publisher Database for size availability and targeting capabilities. B) Creative should click through to a Webpage, NOT an application or file. C) 3rd Party delivery must be via legacy img/href image only tags.
	Large Banner	216x36		4.5 KB					
	X-Large Banner	300x50		7.5 KB					

***Adobe Flash Conventions:**

- A) All Flash creative must be 30 FPS or lower
- B) Flash Versions 6 through 10 accepted.
- C) STANDARD ADS should be served as WMODE "Opaque".
- D) FLOATING ADS should be served as WMODE "Transparent".
- E) Do NOT use the stage colour property to set a background, use a graphic object instead.
- F) Filters and vector art can cause excessive CPU usage and slow older computers.

Creative/Tag Naming Conventions:

Creative Naming Convention: *language_size_client_campaign_creativeversion* (Example: en_300x250_gm_cadillac_c01.swf)

Ad Tag Naming Convention: *language_size_client_campaign_tagversion* (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 and resent to Publisher Ad Operations, the version should be changed to c02, c03, etc., so that Publisher Ad Operations can traffic the correct ad.

Date Stamp (Publisher Ad Operations Only):

When ad creative has been received from Agency, a date stamp should be added to the end of the creative as follows:

language_size_client_campaign_c01_yearmonthday (Example: en_300x250_gm_cadillac_c01_081204.swf)