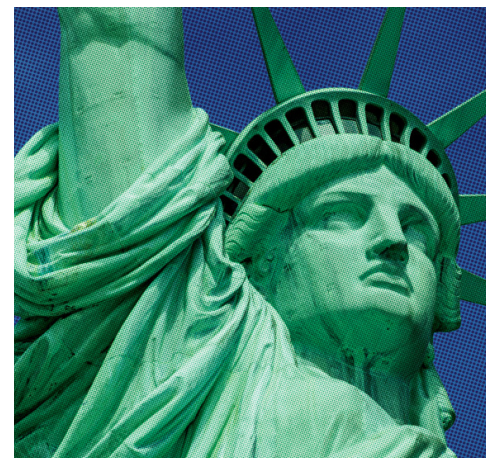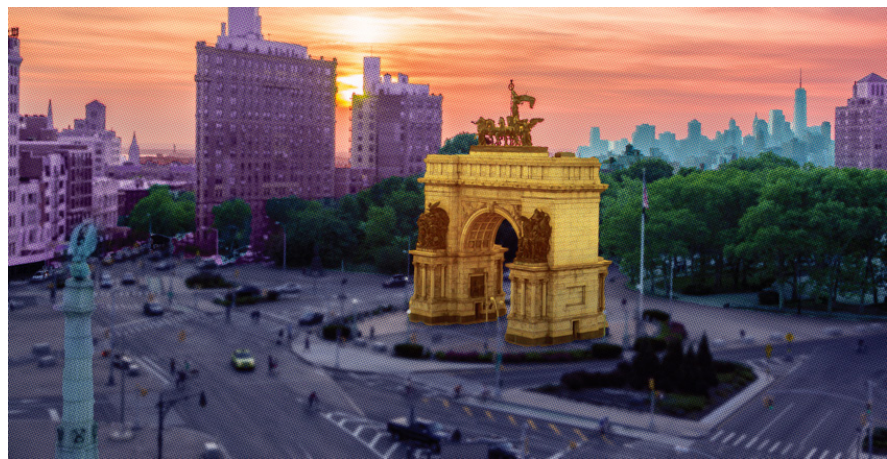# NYC & Company

Digital Ad Specs

Ad Unit Sizes & Specs

All ads are served through Doubleclick for Publishers (DFP Premium).
All units must include a 1x1 pixel border and all rich media units must
be third-party served with the z-index set to 0. Polite creatives are
required if the initial load is more than 40 kB.

unit name	ad specs (px)	acceptable file types	animation restrictions	max initial file size	max expansion	expansion direction	audio	video	devices	misc comments
Display										
medium rectangle	300 x 250	.gif .jpg html5 3rd party	<15 secs	200 kB	n/a	n/a	n/a	n/a	desktop tablet smartphone	looping–3 max.
super leaderboard	970 x 90	.gif .jpg html5 3rd party	15 secs	200 kB	n/a	n/a	n/a	n/a	desktop only	looping–3 max.
expanding leaderboard	970 x 90	.gif .jpg html5 3rd party	15 secs	200 kB	970 x 250	down	user	auto	desktop only	looping–3 max.
billboard	970 x 250	.gif .jpg html5 3rd party	15 secs	200 kB	n/a	n/a	n/a	auto	desktop only	looping–3 max.
mobile banner	300 x 250 300 x 50	.gif .jpg html5 3rd party	15 secs	30 kB	n/a	n/a	n/a	n/a	smartphone	looping–3 max.
landing page logo	250 x 110	.png	n/a	20 kB	n/a	n/a	n/a	n/a	desktop tablet smartphone	Click tracker or click URL. Transparent image background requirement. 3rd-party tracking accepted only.
sub-page logo	150 x 50	.png	n/a	20 kB	n/a	n/a	n/a	n/a	desktop tablet smartphone	Click tracker or click URL. Transparent image background requirement. 3rd-party tracking accepted only.
paid listing – vertical	240 x 200	static .jpg	n/a	100 kB	n/a	n/a	n/a	n/a	desktop tablet smartphone	character limit: heading: 20 subtext: 80 + URL. 3rd-party tracking accepted only.
paid listing – horizontal	240 x 200	static .jpg	n/a	100 kB	n/a	n/a	n/a	n/a	desktop tablet mobile	character limit: heading: 20 subtext: 80 + URL. 3rd-party tracking accepted only.

Creative Specs (continued)

unit name	ad specs (px)	acceptable file types	animation restrictions	max initial file size	max expansion	expansion direction	audio	video	devices	misc comments
High-Impact Display										
wallpaper/ skin	custom	must be 3rd-party served	n/a	custom	n/a	n/a	n/a	n/a	desktop tablet	Custom build. 3rd-party tracking accepted only.
interscroller	custom	must be 3rd-party served	15 sec	custom	n/a	n/a	user	Auto on desktop. User on tablet.	desktop tablet	Close button required. Auto-collapse after 15 seconds. 3rd-party tracking accepted only.
interstitial	custom	must be 3rd-party served	15 sec	custom	n/a	n/a	user	Auto on desktop. User on tablet.	desktop tablet	Close button required. Auto-collapse after 15 seconds. 3rd-party tracking accepted only.

Banner Creatives

Standard
.gif, .jpg

Rich Media
HTML5, JavaScript, iFrame third-party tags

Third-Party Rich Media Accepted
All ads are served through Doubleclick for Publishers (DFP Premium).

Example: Doubleclick for Advertisers (DFA), MediaMind (Sizmek), PointRoll, Atlas, Eyewonder, FlashTalking, etc.

— All rich media units must be third-party served.

— HTML5 creative must be built, served and QA'd by a third party. NYCgo will only accept completed third-party tags.

— Serving fees may apply if agency does not pay directly.

— If banner corners are rounded, include transparent background.

— Polite creatives are required if the initial load is more than 40 kB.

— Z-index must be set to 0.

— All banners must include a 1x1-pixel border.

— A banner may not produce audio without user initiation. Once audio begins, there must be a clear "mute" or "stop" button.

— Banners that expand on click or mouse-over must have a clear "close" button and retract when mouse moves off banner.

— Please send reporting access to your Ad Operations.

Paid Listings

Horizontal
— Image (.jpg): 3:2 ratio

— Image (.jpg): 3:2 ratio, 240 x 200 displayed

— Sponsor Title: 1 line, must be name of sponsor (20 characters including spaces)

— Description: 2 lines of copy (80 characters including spaces)

— Link URL: Destination URL to open in a new window

Vertical
— Image (.jpg): 3:2 ratio

— Image (.jpg): 3:2 ratio, 240 x 200 displayed

— Sponsor Title: 1 line, must be name of sponsor (20 characters including spaces)

— Link URL: Destination URL to open in a new window

Pre-roll and Video

— If video ad is clickable, please supply the click-through URL. Video should not include a title card.

Video

unit name	dimension	acceptable file types	video length	max initial file size	audio	video	devices	misc comments
Pre-Roll	640 x 360 (16:9 Standard); Maintain aspect ratio off	mp4 mov VAST VPAID tag	80kB, HTML5 max 150 kB, Richmedia max Desktop/Tablet 2 MB	2.2/4.4mb	auto	auto	desktop tablet smartphone	• H.264 codec • Frame Rate: 30 fps (24 and 25 fps • footage should be encoded as "Same-as-source") • Video Data Rate: 464 kBps • Audio Data Rate: 48 kBps • Total Data Rate: 512 kBps • Keyframe: every 6 seconds
inRead Video Unit*	16:9 HD video	mp4 mov avi YouTube, URL VAST VPAID tag	:15, accepted with advance notice			auto	desktop only	• Frame rate: 25 fps • Bitrate: 2-5MBps
Video Interstitial	custom	mp4 mov	:15			auto	desktop only	• Must be third-party served • Close button required • Auto-collapse after 15 seconds
In-banner Video	custom	must be third-party served	:15, but :30 may be accepted with advance notice	100mb	auto	auto	desktop tablet smartphone	• Served within 970x250 ad unit

**Pre-Roll,
inRead Video Unit,
Video Interstitial
and
In-banner Video
coming soon!**

Kiosk

unit name	dimension (px)	acceptable file types	animation retrictions	max initial file size	max expansion	expansion direction	audio
Macy's Visitors Center	1080 x 1550	custom	n/a	n/a	n/a	n/a	n/a

Newsletters
Only .jpg, .gif, or standard ad tags that redirect to .jpg or .gif.

Adventure and Travel newsletters are dropped on a monthly basis. Please contact your sales representative to coordinate timing and availability.

Branding
All ads must include advertiser branding in the form of advertiser name and/or logo.

Delivery Deadline
2 full business days for standard media
5 full business days for rich media, video and newsletter ads

Key Points

— All ads are served through DoubleClick for Publishers (DFP Premium).

— Agency or client must provide click-thru URL for each ad unit.

— All ads, including third-party tags, MUST be tested for approval.

— Longer lead times are required for creative rotations of more than five ads per month.

— Polite creative are required for all rich media ads.

— If a sponsorship is booked, please send .eps file of the brand logo to have sponsor logo treatment added.

— A sponsor title is the name of the sponsor and should be limited to 1 line and 20 characters (including spaces).

Cancellation and Termination
IAB AAAA Version 2

For questions, please contact:

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