

verywell

2016 Ad Specs

General Information

General Ad Requirements (applies to all ads):

- All ad units should have a 1px black border
- All units should have SSL Compliant Creative and Tracking
- All units should provide Safeframe Compatible Creative and Third Party Pixels
- All units should be OBA- and AdChoices-compliant
- All units should have a maximum CPU Usage of 30%
- Please see our Certified 3rd Party Vendors list for a set of all accepted 3rd party vendors.

IAB Ad Unit Retrofit: All ad units can be redesigned as IAB Rising Stars units for \$3,000-\$5,000, depending on build complexity.

Other Ad Capabilities: About.com also offers sponsorships, site takeovers, advanced audience targeting, audience extensions and custom content advertising programs. Please contact us for additional information.

Custom Ad Cancellation Policies: A \$5,000 cancellation fee must be paid if a custom ad is cancelled prior to launch, before minimum impression goal is reached, or before the scheduled completion date. Media delivered will be billed in full.

Standard Media Units

	Box	Leaderboard	Halfpage	Billboard
Initial Dimensions	300x250	728x90	300x600	970x250
Max Expansion Size	--	--	--	--
Lead Time (Advertiser-built)	1 week	1 week	1 week	1 week
Lead Time (About.com-built)	3-4 weeks	3-4 weeks	3-4 weeks	3-4 weeks
Format	GIF, JPG, PNG, HTML5, 3rd party tags	GIF, JPG, PNG, HTML5, 3rd party tags	GIF, JPG, PNG, HTML5, 3rd party tags	GIF, JPG, PNG, HTML5, 3rd party tags
HTML5 File Requests (Max Initial Load)	15	15	15	15
Max Initial Load Size	200KB	200KB	200KB	200KB
Total File Size	200KB	200KB	200KB	200KB
Max Animation	:15	:15	:15	:15
Max Loops	3	3	3	3
Expansion Requirements	--	--	--	--
Audio/Video Requirements	--	--	--	--
Video Dimension	--	--	--	--
Video Format	--	--	--	--
Video Frame Rate	--	--	--	--
Video File Size	--	--	--	--
Video Length	--	--	--	--

High Impact Media Units

	Transformer	Interactive Tower	IAB Portrait	Marquee
Initial Dimensions	300x600	300x600	300x1050	1280x250
Max Expansion Size	--	600x600	--	--
Lead Time (Advertiser-built)	--	1 week	1 week	--
Lead Time (About.com-built)	3-4 weeks	3-4 weeks	3-4 weeks	3-4 weeks
Format	Custom	HTML5, 3 rd party tags	HTML5, 3 rd party tags	Custom
HTML5 File Requests (Max Initial Load)	15	15	15	15
Max Initial Load Size	200KB	200KB	200KB	200KB
Total File Size	500KB	500KB	500KB	500KB
Max Animation	:15	:15	:15	:15
Max Loops	3	3	3	3
Expansion Requirements	--	User-initiated click to expand. Prominent close button will resolve unit into initial size.	--	--
Audio/Video Requirements	User-initiated	User-initiated	User-initiated	User-initiated
Video Dimension	16:9 Aspect Ratio; 720p or higher	16:9 Aspect Ratio; 720p or higher	16:9 Aspect Ratio; 720p or higher	16:9 Aspect Ratio; 720p or higher
Video Format	MOV, MP4-h.264	MOV, MP4-h.264	MOV, MP4-h.264	MOV, MP4-h.264
Video Frame Rate	24	24	24	24
Video File Size	2MB	2MB	2MB	2MB
Video Length	:15	:15	:15	:15

High Impact Media & Mobile Units

	Wallpaper	Wrapper	Adhesion	Expandable Adhesion
Initial Dimensions	300x600	300x600	320x50	320x50
Max Expansion Size	--	600x600	--	320x416
Lead Time (Advertiser-built)	--	1 week	1 week	1 week
Lead Time (About.com-built)	3-4 weeks	3-4 weeks	3-4 weeks	3-4 weeks
Format	Custom	HTML5, 3 rd party tags	GIF, JPG, PNG, HTML5, 3rd party tags	GIF, JPG, PNG, HTML5, 3rd party tags
HTML5 File Requests (Max Initial Load)	15	15	15	15
Max Initial Load Size	200KB	200KB	50KB	50KB
Total File Size	500KB	500KB	200KB	200KB
Max Animation	:15	:15	:15	:15
Max Loops	3	3	3	3
Expansion Requirements	--	User-initiated click to expand. Prominent close button will resolve unit into initial size.	--	User-initiated click to expand. Prominent close button will resolve unit into initial size.
Audio/Video Requirements	User-initiated	User-initiated	--	User-initiated
Video Dimension	16:9 Aspect Ratio; 720p or higher	16:9 Aspect Ratio; 720p or higher	--	16:9 Aspect Ratio; 720p or higher
Video Format	MOV, MP4-h.264	MOV, MP4-h.264	--	MOV, MP4-h.264
Video Frame Rate	24	24	--	24
Video File Size	2MB	2MB	--	2MB
Video Length	:15	:15	--	:15

Video, Native and Email Units

	Video Spread	Pre-roll	In-Article	Newsletters
Initial Dimensions	300x600	640x360	650x220	300x250, 300x600
Max Expansion Size	1024x768	--	--	--
Lead Time (Advertiser-built)	--	1 week	--	1-2 weeks
Lead Time (About.com-built)	3-4 weeks	--	3-4 weeks	--
Format	Custom	3rd party tags	Custom	GIF, JPG, PNG
HTML5 File Requests (Max Initial Load)	15	--	--	--
Max Initial Load Size	50KB	--	--	--
Total File Size	200KB	--	--	100KB
Max Animation	:15	--	--	--
Max Loops	3	--	--	--
Expansion Requirements	User-initiated click to expand. Prominent close button will resolve unit into initial size.	--	--	--
Audio/Video Requirements	User-initiated	User-initiated	--	--
Video Dimension	16:9 Aspect Ratio; 720p or higher	16:9 Aspect Ratio; 720p or higher	--	--
Video Format	MOV, MP4-h.264, VAST 2.0, VAST 3.0, VPAID 2.0 Certified	MOV, MP4-h.264, VAST 2.0, VAST 3.0, VPAID 2.0 Certified	--	--
Video Frame Rate	24	24	--	--
Video File Size	500MB	500MB	--	--
Video Length	:15, :30	:15, :30	--	--