

TURNAROUND TIME

- **3-5 day turn around.** Most tickets are completed/ready for proofing within 3 days.
- Checking customer provided creatives to be sure they meet specifications is normally completed within a few hours of receipt.

Please refer to the checklists below for the information that we will need to efficiently complete your requests. Providing as much of this information as possible as well as customer images, logos, links, etc will speed up production and the proofing process. If you are unavailable to speak with us directly we will reply to your ticket with questions. Responding as quickly as possible to these questions will avoid production delays. Please remember to reply to the ticket. Do not send another email to creatives if at all possible as it will open a new ticket.

NOTE: We strive to complete every ticket as quickly as possible. Tickets are handled based on when they are received and the GO LIVE date. If you need to escalate a request please note this when filling out the ticket and talk to us directly to discuss your needs, ticket details, and to make sure it is possible to meet your deadline. Spec ads by necessity are prioritized below paying accounts but they can be escalated as well.

DISPLAY ADS

- GO LIVE Date
- Advertiser name
- Advertiser website URL
- Static ad unit size(s) needed
- Headline
- Ad copy/call to action/click through URL
- Advertiser logo file
- Images/other attachments
- Additional details

VIDEO/RESPONSIVE RICH MEDIA

- GO LIVE Date
- SALES FORCE ID REQUIRED
- Specify as video RRM or non-video RRM
- Advertiser name
- Advertiser website URL
- Ad unit size(s) needed
- Social Media URL's, if needed
- Headline
- Ad copy/call to action/click through URL
- Advertiser logo file
- Advertiser video file
- Images/other attachments
- Additional details

SPEC ADS

- Specify as spec
- Date needed
- Advertiser name
- Advertiser website URL
- Static ad unit size(s) needed
- Headline
- Ad copy/call to action/click through URL
- Advertiser logo file
- Images/other attachments
- Additional details

WHITEBOARDING SESSIONS

- **Remember to include creative** - this will help us produce effective campaigns more quickly

GENERAL RULES FOR DISPLAY ADS

- **60K max** - strictly enforced
- Animation: **15 seconds max** - no looping, must stop
- Check file format before submitting your files. If you have questions send the files to us to check and verify they meet spec before submitting through Sales Force.

ACCEPTED FILE FORMATS

- **.jpg** - static image file
- **.gif** - static or animated image file
- **.png** - static image file
- **HTML5**
- **AD TAGS** - Provided by client/agency
- **.mp4 / .mov / .avi / .mpg** - video files
- **.swf** - NOTE: Flash ads will not display in all browsers or on all devices and require clicktags and static backup image

CANNOT BE USED BY ADOPS

- **.pdf**
- **.psd**
- **.fla**

FOR ALL AD SIZES AND SPECS

- www.masslivemedia.com/ad-specs/

QUICK REFERENCE GUIDE FOR DISPLAY AD TYPES AND SIZES

IAB Rectangle: 300×250

RRM - Video Rectangle: 300×250

RRM - Expandable Rectangle: 300×250 and 600×250

RRM - Expandable Rectangle with video: 300×250 and 600×250

IAB Leaderboard: 728×90

RRM - Leaderboard: 728×90

RRM - Expandable Leaderboard: 728×90 and 728×315

RRM - Expandable Leaderboard with video: 728×90 and 728×315

IAB Half Page: 300×600

RRM - Half Page: 300×600

RRM - Expandable Half Page: 300×600 and 600×600

RRM - Expandable Half Page with video: 300×600 and 600×600

IBA Skyscraper: 160×600

Wallpaper Unit (See ad specs for a template that can be provided to clients)

Mobile Banner: 320×50

RRM - Expandable Mobile Banner: 320×50 and 320×420

Mobile Rectangle: 300×250

RRM - Expandable Mobile Rectangle: Special Case - Ask Us

Mobile Leaderboard: 728×90

RRM - Expandable Mobile Leaderboard: Special Case - Ask Us

IAB Billboard: 970×250 and (optional) 196×31

RRM - Billboard with video: 970×250 and (optional) 196×31

IAB Pushdown: 970×90 and 970×415

RRM - Pushdown with video: 970×90 and 970×415

IAB Filmstrip: 300×600 (3000)

RRM - Filmstrip with video: 300×600 (3000)

IAB Portrait: 300×1050

RRM - IBA Portrait: 300×1050

Facebook Ad: 1200 x 628

Sponsor Content Companion Ad: Branded Footer 620×200

Real Deals Eblast

Targeted Eblast - Bridge