

Overview

The Adhesion unit is a custom ad unit that is anchored to the bottom of the user's browser window. The Adhesion is expandable or may remain a static image. As an expand unit, the ad will auto-expand on the first view and stay open for 8 seconds; expand will be user-initiated thereafter. The size of the expandable adhesion displayed to the user is dependent upon the screen size and device of the user.

Expandable Adhesions consist of the following sizes:

970×90 / 970×250

728×90 / 728×200

320×50 / 320×200

Approved Vendor List:

- Click to view our [Approved Vendor list](#).
- Please note that this is a living document, so check back regularly for updates. Because some platforms have exceptions and new endpoints are added frequently, this list does

not guarantee the ability to serve all formats or ad types for every vendor. Please ask your AE or Account Manager for the most-up-to-date information.

- If you do not see your preferred vendor listed, please reach out to your AE or Account Manager who can assist you by submitting a New Vendor Request on your behalf.
- For Brand Study, Attribution and Viewability vendors, please contact your AE or Account Manager for vendor approval and compliance with our Terms & Conditions.

Availability



Example



Ad Specifications

Assets	Dimensions	File Size		Audio/Video	3rd Party 1x1
		Initial	Secondary		

Large Adhesion gif, jpg, png, swf	970x90	100K	Polite download: N/A User-initiated: N/A	N	Y
Large Adhesion Expanded gif, jpg, png, swf	970x250*	150K	Polite download: N/A User-initiated: N/A	N	Y
Medium Adhesion gif, jpg, png, swf	728x90	100k	Polite download: N/A User-initiated: N/A	N	Y
Medium Adhesion Expanded gif, jpg, png, swf	728x200*	100k	Polite download: N/A User-initiated: N/A	N	Y
Small Adhesion gif, jpg, png	320x50	40K	Polite download: N/A User-initiated: N/A	N	Y
Small Adhesion Expanded gif, jpg, png	320x200*	60K	Polite download: N/A User-initiated: N/A	N	Y

* The expand is optional; if not provided, the Adhesion will be a standard display ad that is anchored to the bottom of the browser window.

Controls

- Will auto-expand for 8 seconds, once per user/browser per day.
- Subsequent expands must be user-initiated on click
- A close button will be present at all times to allow the site visitor full control over the ad experience.
- **Please do not include a close or expand button for first party served adhesions.** The top-left 35x35 pixel area will be overlaid by the expand/close button via the ad template, please do not include these button within creative.

- All expand/collapse functionality is controlled by the site through ad template

Additional Details

- HTML5 creative is not accepted for first party served adhesions
- Adhesion must be served in-house
- Site reserves right of final approval on creative assets
- Capping of Auto expand functionality is applied by in-house template

Flash Guidelines

- Flash SWF file needs to be exported as version 10.0 or below.
- Hard coded URLs are not allowed
- A default GIF will be served to browsers that do not have a compatible Flash Plug-In.
- Frame Rate: 18 frames per second.
- Third party served Flash ads must be have a wmode set to "opaque" in their object/embed code.
- All creatives must be designed with a solid background color to avoid unwanted color conflicts with the displaying page.

ClickTags: ActionScript 2

Click-through functions must use the "Get URL" command. The action script code needed for the button layer in your Flash file should look exactly as it is below. Do not insert your URL where the "http:" is below.

```
on (release) {  
    if (_level0.clicktag.substr(0,5) == "http:") {  
        getURL(_level0.clicktag, "_blank");  
    }  
}
```

ClickTags: ActionScript 3

The action script for the button layer in your Flash file should look exactly as it is below. Do not insert your URL where the "http:" is below.

```
myButton.addEventListener( MouseEvent.CLICK, function():void {  
    if  
(root.loaderInfo.parameters.clicktag.substr(0,5)=="http:") {  
        navigateToURL(new  
URLRequest(root.loaderInfo.parameters.clicktag), "_blank");  
    }  
});
```

General Guidelines

- Site reserves the right of final approval on creative assets.
- The advertising content must be clearly identifiable as an advertisement, as opposed to a link within site content. Advertisers must be clearly identified by name in at least one frame of the advertising content.

- Ad units that have a white or partially white background must be bound by a visible one (1) pixel non-white box built into the graphic. Creative must still meet size specifications with border.
- All advertisers must have a privacy policy, no more than (one) 1 click from the linking page to the Ad unit.
- Ad units must have a linking URL that resolves to an active page.
- All linking URLs must open in a new window.
- Placeholder or non-final ad content will not be considered as “proxies” for final creative.
- ABC OTV’s ad server, FreeWheel, is IAB compliant, SAS-70 certified, and Media Rating Council (MRC) accredited.