

Premium Ad Formats

INTERSTITIAL

Overview

The Interstitial is a full page ad experience which precedes the content page. The ad displays to the guest for five seconds before automatically redirecting to the content.

Availability



Technical Specifications

Accepted Dimensions	File Weight	File Type	3P Tracking / Serving	Video (optional)
1000x700 or 640x415 (large)	< 200K	png, jpg, gif	Yes / No	Not accepted
640x415 (medium)	< 200K	png, jpg, gif	Yes / No	Not accepted
300x250 (small)	< 100K	png, jpg, gif	Yes / No	Not accepted

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HTML5 Requirements

- HTML5 assets are not accepted for the Interstitial.

Ad Format Guidelines

Animation / Ad Behavior

- The Interstitial will be displayed to users prior to site content for a maximum of five seconds, after which it will auto-close.
- Different Interstitial outlined above will served based on the screen resolution of the user's device.
- All controls for skipping the ad will be contained outside of the creative space as part of the ad template. Please do not include a "Skip" or "Close" button within the creative.
- Interstitial creative cannot expand.

Capping

- Interstitials are capped at one time per six hours per user.

Third-Party Tag

- Must be first-party served only. Third-party click and impression tracking is supported.

Submission Deadline

- Minimum of five business days for testing and review.

Video (optional)

- Video is not accepted for Interstitial units.

HTTPS Compatibility

- All creative, including third-party tags and third-party tracking tags, must use secure protocol (HTTPS).
- Any creative that is not fully secure will be sent back for revisions.

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Ad Format Guidelines

Continued

General Information

- The company reserves the right of final approval on all creative assets.
- The advertising content must be clearly identifiable as an advertisement.
- Ad units must have a linking URL that resolves to an active page.
- All clickthroughs must open a new window.
- Placeholder or non-final ad content will not be considered as “proxies” for final creative.