

Sky AdVance – Standard and HTML5 Standard

HTML5 creative best practices: These specs are based on recommendations from the IAB, with additional information specific to the Sky AdVance Adserver, Flashtalking.

Please note: the specs below will receive the greatest distribution across the exchanges.

Not all creative formats are required for each campaign. Speak to your Sales Manager for their recommendation.



Standard

Max banner file size: 150kB
Creative upload formats: JPG, GIF
3rd party tag types: 1x1 trackers only, SSL compliance (https://)
Loops: maximum of 3
Animation length: 15 seconds
Background / border: Ad background must not be transparent. 1px solid border required for all ads with partially black or white background

Not applicable:

- Expandable size
- Expandable direction
- Static backup image
- User initiated features
- External links

728 x 90

320 x 50

970 x 250

120 x
600

160 x
600

300 x 600

300 x 250

HTML5 Standard

Ad size: IAB UAP, Standard and Rising Star Sizes (inventory availability varies by size and creative type)

Max banner file size: 150kB
SSL compliance (https://): required
Static backup image: required
Creative upload formats: HTML (supplied in compressed .zip)
3rd party tag types: Tags must be SSL compliant. 1x1 pixels only
Loops: maximum of 3
Animation length: 15 seconds

Background / border: Ad background must not be transparent. 1px solid border required for all ads with partially black or white background
External links: Ad must not contain external links. (i.e. external CDN libraries must be removed)
Additional requirements: Ad Size Meta Tag and Clickthrough Meta Tag required (Available in Build Guide in "Definitions & Best practices")

Not applicable:

- Expandable size
- Expandable direction
- User initiated features

Not all creative formats are required. Speak to your Sales Manager for their recommendation

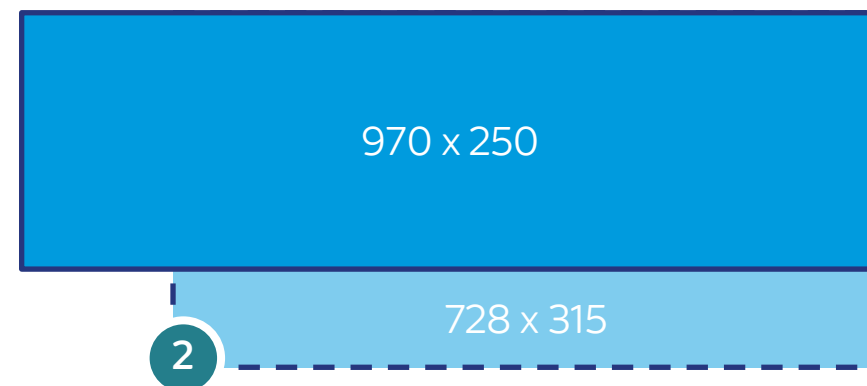
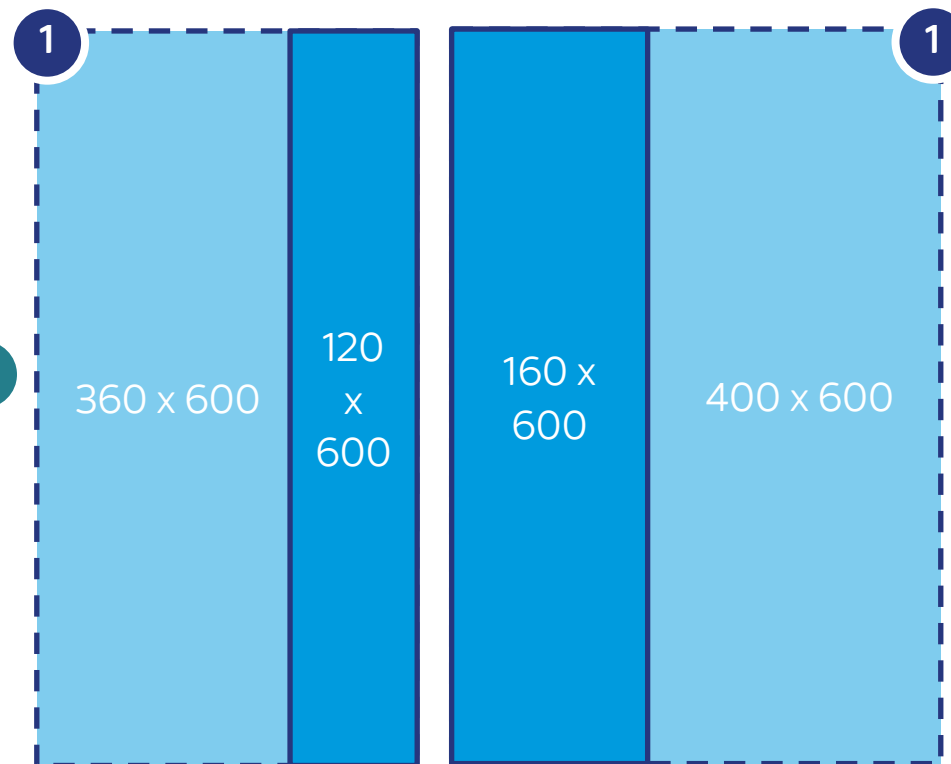
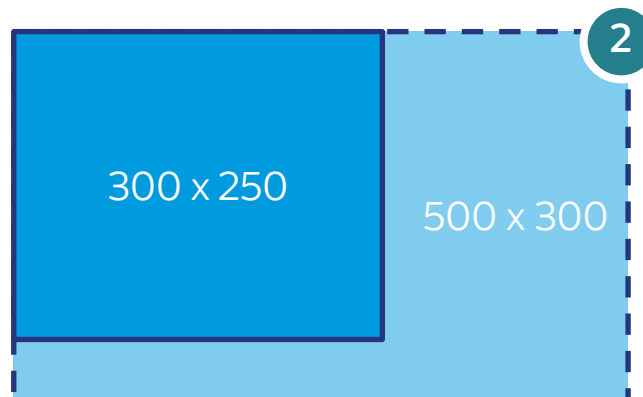
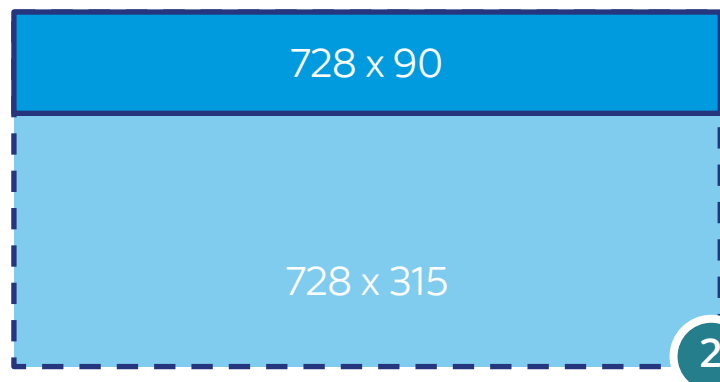
Sky AdVance – HTML5 Rich Media

Including expandable



Max banner file size: Initial: 200KB, Add'l Polite: 1.1MB
SSL compliance (https://): required
Static backup image: required
3rd party tag types: 1x1 trackers only
 Tags must be SSL compliant.
Loops: maximum of 3
Animation length: 15 seconds

Background / border: Ad background must not be transparent. 1px solid border required for all ads with partially black or white background
User initiated features: Rollover to expand, must include close button – close method consistent with method of expansion, must include video controls (volume, mute, play/pause) as appropriate
External links: Ad must not contain external links (i.e. external CDN libraries must be removed)
Additional requirements: Ad Size Meta Tag and Clickthrough Meta Tag required (Available in Build Guide in “Definitions & Best practices”)



Sky AdVance – Video

Please note: the specs below will receive the greatest distribution across the exchanges. Please work with your campaign manager if an advertiser wants to utilise a creative spec that is not included in this sheet.



In-stream Linear Video

In-stream Dynamic or Interactive Video (VPAID) (Pre-, Mid-, Post-roll)

Ad Size:
16:9 Aspect Ratio Sizes

Max video asset / banner file size: 25MB

Animation length: min 6s, max 30s

Recommended ad formats: .mp4, .mov
(using H.264 Codec)

Audio codec: AAC

Min frame rate: 5 fps

Max frame rate: 30 fps

3rd party tags: 1x1 adserver tags only

Additional requirements: Optimised for web and mobile: video must have De-Interlaced and / or Progressive settings selected

No black bars or intro/outro slates

Constant Bitrate (CBR) >15 Mbps*

Main Profile @ Main Level (MP@ML)

In-stream **Dynamic or Interactive Video (VPAID)** (Pre-, Mid-, Post-roll) assets only accepted if **built in Innovid** and transferred to **Sky AdVance Innovid account**.

User initiated features: Microsites, Overlay, Ad Selectors, Ad Extenders, Ad Selectors

In-stream **Linear Video (Pre-, Mid-, Post-roll)**

User initiated features: not applicable

Delivery instructions and SLA's



Delivery Instructions

VIDEO

Copy

Send unslated copies via WeTransfer to SkyAdVanceOps@sky.uk

OR

Deliver to Sky Online HD via Adstream/IMD and adhere to Adstream specs

- Send delivery note to SkyAdVanceOps@sky.uk & your Sky Sales Person

Copy Instructions

Send to SkyAdVanceOps@sky.uk & your Sky Sales Person

1x1 Tags

Send to SkyAdVanceOps@sky.uk & your Sky Sales Person

DISPLAY

Copy

Send all copies via WeTransfer to SkyAdVanceOps@sky.uk

Copy Instructions

Send to SkyAdVanceOps@sky.uk & your Sky Sales Person

1x1 Tags

Send to SkyAdVanceOps@sky.uk & your Sky Sales Person

Terms and SLA's

Terms

- Sky AdVance can accept 1x1 click and impression trackers
- Sky AdVance does not allow third party research or verification pixels
- Sky AdVance does not allow third party redirects and all tags must click through to the landing page URL
- Please ensure start and end dates in your adserver are correct and match Sky campaign dates
- Sky AdVance can run without tracking tags. In this instance, please send a landing page URL. Should you choose to run with no tracking tags, this means you will be solely reliant on Sky's reporting figures for the campaign
- Do not send assets and tags that are not on the Sky AdVance media plan agreed with your Sky Sales Person.
- Asset and tag labels must match

SLA's

- Creatives to be received 5 business days prior to campaign launch
- Creatives processing can start upon receipt of both assets and tags
- Data segments can take up to 10 days to populate

Sky AdVance HTML5 Requirements



Glossary of Terms

HTML5: Creative file packaged in a .zip (zipped from the root), containing an index file (HTML) in addition to any supporting scripts, images or style files.

“Backup” Image: All non standard display creative (desktop and mobile) built in HTML5 require a static image backup to serve along with it, in the event the user’s browser doesn’t support the creative type attempting to run. These are typically saved as a .jpg, or .gif.

Web font: These are fonts downloaded by the browser when a webpage loads, rather than installed on a device like desktop fonts.

SSL: Secure Sockets Layer, provides communication security by allowing your web browser to communicate with the web page a user is visiting in a secure way. This security prevents third party access to the users viewing data. A majority of integrated inventory sources require fully secure tags to serve on their exchange. As a best practice we recommend using SSL compliant tags.

JPEG: Can not move, interact or be animated. Could be used as a backup if HTML5 version cannot be served. No rich media capabilities (expandable, in-banner video, etc.).

GIF: Can be animated. Will animate automatically but cannot be interacted with (i.e. no ‘click-to-play’, ‘rollover-to-expand’, etc.)

PNG: Same as JPEG but easier to compress, handle transparency. No quality loss.

RAW: Least compressed, highest quality.

Initial Load vs. Polite Load: The Initial Load of a creative is the max file weight allowed by a Publisher. The Initial Load is normally light to ensure that the web page loads quickly. Once the webpage is loaded, Publishers may allow ads to load additional memory if the user interacts with it (aka Polite Load). A Polite Load is frequently used to serve Rich Media or Video assets.

For general HTML5 guidelines, refer to IAB’s HTML5 guidelines here: <http://www.iab.net/html5>

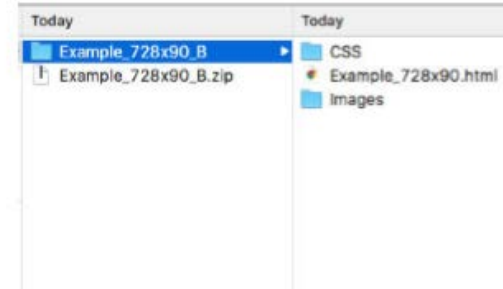
Sky AdVance HTML5 Requirements

In order to run HTML5 creative through our adserver, your files must adhere to the following requirements. Failure to do so could result in errors in how the creative renders.

Organizing and Preparing Your HTML5 Creative

HTML5 assets should be delivered in a zip file format. Compress the root .html file and all assets into a .zip. Any name is acceptable for the file as long as the extension is .zip.

The root .html file may not be placed in a subfolder. Assets may be organized into subfolders within the zip file. However, the subfolders themselves should not be individually compressed



This example is correctly packaged, with an HTML file and assets, css and images organized into uncompressed subfolders.

To upload multiple HTML5 ads at once, compress the individual zip files into a single .zip. Any name is acceptable for the file as long as the extension is .zip.

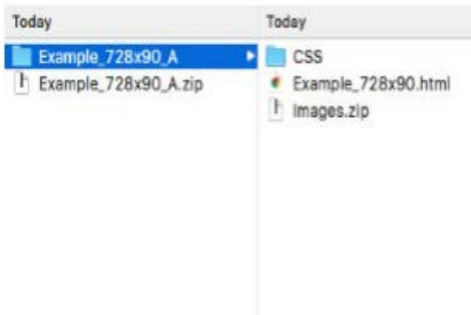
Root HTML File

HTML5 ads must always include one .html file. Any name is acceptable for the file as long as the extension is .html.

Rendering

Ensure the root .html file renders as an HTML5 web page:

- Include the HTML5 doctype at the top of the file: `<!DOCTYPE html>`
- Include a root `<html>` tag below the doctype tag
- Include a `<head>` tag inside the `<html>` tag
- Include a `<body>` tag inside the `<html>` tag



This example is incorrectly packaged as the images subfolder has been compressed. No subfolders within the zip file should be compressed.

Backup Image

A backup image will be required. The image must have the same dimensions as the ad. It should not be placed in the .zip file as it will be uploaded separately from the ad in the adserver.

File Size

For display ads the payload must be under 150Kb. This includes all code and assets. If it is impossible to get your ads below this limit please note that the adserving rate will increase at 150Kb and 500Kb respectively.

Required Meta Tags

The root HTML file is required to include two meta tags-one to specify the ad size, and one to specify which element in the ad triggers the click-through. These tags should be placed inside the <head> tag. We recommend manually adding these tags using any text editor as the final production step before publishing.

The following sections provide the specific requirements for each meta tag. See the sample HTML5 file in the Appendix for a full example.

Ad Size Requirements

HTML files do not have sizes assigned to them. You must add an ad size meta tag to denote the size of your file.

- Specify the ad size with an 'ad.size' meta tag:

Format: <meta name="ad.size" content="width=XX,height=YY" />

Example: <meta name="ad.size" content="width=30,height=25" />

- Sky AdVance adserver does not support flexible sizes. Every HTML5 creative must have a size assigned to it.
- You should have one HTML5 zip file asset per size.

Click-through Tag Requirements

The HTML file must include a meta tag indicating which element in the ad triggers the clickthrough.

- Specify the click-through element with a 'click.through' meta tag. Insert your HTML file's clickable element ID where it says myClickableElementId:

Format: <meta name="click.through"

content="myClickableElementId" Ensure the HTML file contains an element with the specified ID.

Example:

- Do not hardcode the click through URL in your HTML file.
- Do not add your own click tracking events to the click-through element as this will conflict with Flashtalking click tracking.
- If you would like to track clicks in another system, please send tags to Sky Media along with your creative.

SSL Compliance

In order to run on secure inventory all network calls from the ad must be secure. This includes all links to images, fonts, stylesheets, Javascript, and any calls made from Javascript code. To maximize the number of exchanges on which your ad can run, ensure that all calls are https://.

HTML5 Creative Developer Guidelines

Animation

Either CSS or Javascript may be used for animations. The choice depends on the complexity of the animation and performance. The top priority is ensuring consistently smooth animation.

Use CSS for lightweight animations, such as toggling a button state or glowing.

Use Javascript for advanced animations like slideshows, bouncing, and pausing. If using Javascript to animate we recommend using the Web Animations API to ensure best performance. Open source animation libraries such as CreateJS are also available - just remember these count against the total ad payload size.

Media Files For Display

There are a number of options available for generating display creatives. Image formats (.gif, .jpeg, .png) are better suited for photorealism but generally have much larger file sizes. Other formats (.css, .svg) are better suited for scaling to any size without losing resolution or requiring large file sizes. Below are the most common formats and the best use cases for each:

Use case

- css - best for solid colors and gradients, smaller file size than images.
- svg - best for vector images and logos, scales well to large size, smaller file size than images.
- gif - best for simple animation loops.
- jpeg - best for full-color, high-resolution images.
- png - best for full-color images with transparency.

Fonts

Custom fonts are available in HTML5 ads using web fonts.

Our recommendations for using custom fonts:

- Use a family of fonts to provide graceful degradation if a font is unavailable.
- Use font subsetting to only load required character sets and minimize file sizes

Recommended Development Tools

HTML5 ads may be hand-coded in any text editor or developed in an ad builder tool. Ad builders have a number of advantages. Graphical user interfaces, asset management, preview, and optimizations for publishing. However, the ad builders typically inject support code into the ads which increases the payload size and potentially limits the browsers on which the ad can run. This trade-off for ease of development is typically worth the cost as long as the ad remains under the recommended maximum file size.

External links

Please do not include any external links in your creative file as external calls may be blocked by the publishers for security reasons. Some publishers will only allow external calls from certain certified locations and insist that everything comes from the adserving domain. Please note that we cannot take responsibility for ad delivery

in this case. Additionally we cannot take responsibility for the health of the server on which the files being called are located. This would be hit on impression and may lead to instability issues.

Sample HTML5 File

See the Appendix for an example HTML file.

Additional Resources

<https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/>

Appendix

Sample HTML5

File Below is an example HTML5 file. It illustrates several key points:

- Proper structure and rendering as an HTML5 page.
- Proper inclusion of the 'ad.size' & 'click.through' meta tags.
- An element exists with an 'id' matching the 'click.through' meta tag.
- Use of web fonts.
- Loading media files from a subfolder.

```
<!DOCTYPE html>
<html>
  <head>
    <meta name="ad.size" content="width=160,height=600">
    <meta name="click.through" content="cta_1">
    <link href="https://fonts.googleapis.com/css?family=Open+Sans"
type="text/css">
    <meta http-equiv="Content-Type" content="text/html;
charset=utf-8">
    <meta name="viewport" content="width=device-width,
initialscale=1.0">
    <link href="assets/style.css" type="text/css">
  </head>
  <body>
```

```
<div id="ad">
  <div class="page-container">
    <div id="page1" class="page-wrapper lightbox">
      <div class="page-content">
        <div class="subline-txt">"strongest current offering."</div>
        <div class="headline-txt">
          <div>Read The Forrester Wave™: Demand Side Platforms,</div>
          <div>Q2 2015 to see why</div>
          <div>DataXu has the</div>
        </div>
        
        <a href="#" id="cta_1">Download</a>
      </div>
    </div>
  </div>
</body>
</html>
```