



Travora Media, INC is fully compliant with Internet Advertising Bureau (IAB) guidelines.
 For all advertising inquiries, please contact advertising@travoramedia.com.
 For all traffic or creative inquiries please contact AdOps@travoramedia.com.

Standard Media Guidelines						
Ad Units	Dimensions	Acceptable File Type/Formats	Max File Size	Max Animation Time	Max Animation Loops	Creative Due
Leaderboard	728x90	Travora accepts Site Served (.swf, .gif, .jpeg) & Third Party Served. Travora requests all ads be enabled to serve in a secure environment (https://)	50k	15 sec	3 loops	2 Business Days Prior to Launch
Big Box	300x250					
Skyscraper	160x600					
Half-Page Ad	300x600					

Audience Targeting - Standard Media Guidelines								
Ad Units	Dimensions	Acceptable File Type/Formats	Max File Size-Stravoradard	Max File Size-Flash	Max animation Time	Max Animation Loops	Notes	Creative Due
Leaderboard	728x90	Site Served (.swf, .gif, .jpeg) & Third Party Served	20k	40k	15 sec	3 loops	<ul style="list-style-type: none"> Entire ad must be clickable All creative must spawn a new window All creative must have a minimum 1 pixel solid black border. 	3-5 Business Days Prior to Launch
Big Box	300x250							
Skyscraper	160x600							

Third Party Ad Tags	
Tag Requirements	Strongly recommend sTravoradard JavaScript tags, iFrame tags are accepted Tags cannot contain pop-ups or pop-unders of any kind Vendor tags must be able to accept Travora click tracking (Travora uses D.F.P. as advertiser) Vendor tags must either contain client side cache busting or be able to accept Travora cache busting (via D.F.P.) New vendors will require approval through third party vendor approval process Travora requires Secure Tags for all placements
Secure Tag Requirements	A secure ad creative is built to live in a secure environment (e.g., booking confirmation pages). This means any Third Party ad call URL must begin with https:// and calls within the Site Served creative (i.e., any HTML or locations of .swf, .jpg, etc.) must also be secure

Rich Media Guidelines																
Ad Units	Dimensions	Acceptable File Type/Formats	Approved Rich Media Vendors	Max Initial Load File Size	Max File Size Flash / Rich Media	Max Animation Time	Max animation Loops	Frames Per Second	Flash Version Accepted	Video Allowed?	Audio Allowed?	Expandable Allowed?	Max Expand Dimensions	Allowed Expanded Directions	Notes	Creative Due
Leaderboard	728x90	Third Party Served or Flash	Eyeblander, Adcentric, Pointroll, DART Motif, Checkm8 and Eyewonder*	50k	4 Maximum Panels (each not to exceed 50k) for up to 100k for Maximum File Size	15 sec	3 loops	18fps	6.0-10	Yes- 30 Second Max	Yes- All Audio must be user initiated with click; Ad must have clear and always present button for "Mute"	Yes- See Expandable Ad Guidelines below for more details	728x90 expands to 728x315	Down or Auto-Detect		3-5 Business Days Prior to Launch
Big Box	300x250												300x250 expands to 560x300	Left or Auto-Detect		
Skyscraper	160x600												160x600 expands to 460x600	Left or Auto-Detect		
Half-Page Ad	300x600												300x600 expands to 460x600	Left or Auto-Detect		
Footer (Leave-behind)	800x60 Max	Third Party Served	Eyeblander, Adcentric, Pointroll, DART Motif, Checkm8 and Eyewonder*	50kb	50kb	15 sec	3 loops	18 fps	6.0-10	No	Yes- All Audio must be user initiated with click; Ad must have clear and always present button for "Mute"	Yes	800x600 Max	Auto-Detect	Expand on rollover must be preceded by 3 second visual countdown.	5 Business Days Prior to Launch (More time if we are building for Client TBD - Case by Case)
Footer Overlay (Interstitial)	Max Height: 600px Max Width: 800px	80kb		160kb												
Sidckick (In-Page Display)	728x90, 300x250, 160x600	Third Party Served	Eyeblander, Adcentric, Pointroll, DART Motif, Checkm8 and Eyewonder*	50kb	100kb	15 sec	3 loops	24fps	6.0-10	Yes	Yes- All Audio must be user initiated with click; Ad must have clear and always present button for "Mute"	Yes	850x700	Expands in Right Gutter Only, appears to push page left	Must contain 1 pixel wide border. Expand on rollover must be preceded by 3 second visual countdown.	5 Business Days Prior to Launch (More time if we are building for Client TBD - Case by Case)
Sidckick (Expanded Unit)	850x700			100kb	100k sub-load upon user click (up to 5 sub-loads max)											
Polite Download	Please use Polite Download with an initial file size no larger than 50k with total file size per panel indicated above. Subsequent polite stream must be a max of 1.2MB (3rd party served)															
Notes	<ul style="list-style-type: none"> Close button (for expandable ads, floating or video) always present Mouse over ok but must have the same function for expand and close 															

* Please confirm all unapproved Rich Media Vendors prior to launch

Format Category	Format (WxH)	Max Initial Load File Size	Additional File Weight (Polite Download)	Max animation Time	Audio Initiation	Frames Per Second	Controls	Creative Due
Expandable Ad Units	User-initiated Expandable Ads: See IAB Ad Unit Guidelines. Landing Spots: Maximum width of 2 times the initial ad size (listed above)	50k	1.2MB	Expansion: • 3 seconds, if no user interaction • Up to 15 seconds within ad	Audio must be user initiated (on click) and include a clear and always present "Mute" button	18fps	<ul style="list-style-type: none"> Control = "Close X" (the word Close must always be present) Font = 16 pt Location = On Edge of Original (non-expanded/expanded) unit Feature = Enable Mouse-Off Retraction 	3-5 Business Days Prior to Launch
In-Page Video Units	Video served into an existing ad unit (e.g., 728x90, 160x600, 300x250). Sometimes called "In-Banner Video". No max	Third Party or Flash		30 sec			<ul style="list-style-type: none"> Control = "Close X", Play, Pause, Rewind, Volume Font = 16 pt 	

Creative Guidelines	
Expandable Ads	Expandable portion of the ad should be user-initiated mouse-off OR have a clear close button Expansion should activate on either mouse over OR click Minimization should occur mouse-off OR have a clear close button Auto detection of page is preferred for expansion; if not possible - 728x90 expands down and the 160x600, 300x250 and 300x600 expand left
In-Ad Audio	Only user initiated audio allowed with user click Clearly visible mute and stop functionality Audio to not play beyond ad-play Audio must be encoded at a maximum volume of -12db
In-Ad Video	Auto-play video is allowed Audio can not be played without user click Play/pause/mute button controls required Maximum allowance for auto-play video is 30 seconds User initiated streaming is allowed; Polite load preferred
Flash Requirements (Including Third Party served)	All Flash should have clicktag embedded for tracking clicks in the Travora Ad Server (D.F.P. specs for Flash Action Code below) For Flash hosted by Travora, a default image (JPEG or GIF) image must be included for each ad size; sTravoradard ad file sizes apply Agencies are responsible for paying third party Rich Media fees

Text Links	
Textlinks	Must be broken out into separate header, body text and display URL Header: Max of 25 Characters (including spaces) Body: Max of 70 characters (including spaces) Display URL: Max of 35 characters Must also supply click-through URL

Mobile Guidelines					
Platform	Dimensions	Acceptable File Type/Formats	Max File Size	Max animation Time	Creative Due
iPhone	300x50	Gif	Still image - 5k / Animated - 7.5k	15 sec	3 Business Days Prior to Launch
Blackberry	216x36	Gif	Still image - 3k / Animated - 4.5k		
Android	300x50	Gif or Flash	Still image - 5k / Animated - 7.5k		
Generic	168x28	Gif	Still image - 2k / Animated - 3k		

Pre-Roll Video Guidelines									
Format	Category	File Type	Max File Size	Resolution	Max animation Time	Bit Rate	Frames Per Second	Notes	Creative Due
Pre-Roll Video		FLV preferred ; .AVI, .WMV, .MPEG, or .MOV accepted	50k	1360x768 (HD) preferred, 640x480 (SD) accepted	30sec	Greater than 2Mbps	15fps	Vast Compliant	5 Business Days Prior to Launch