

SIMPLI.FI STANDARD CREATIVE SPECS

Simpli.fi works with several exchanges and has compiled a list of best practices regarding creative.

1. **FILE SIZE:** Max file size is 40kb

2. **AD SIZES:** Simpli.fi offers 30+ different ad sizes. The most popular ad sizes requested (based on inventory) are: 300x250, 728x90, 160x600, 254x133 and 320x50.

Other ad sizes available include: 88x31, 120x60, 120x90, 120x160, 120x240, 120x600, 125x125, 160x90, 160x600, 180x90, 180x150, 200x90, 200x200, 234x60, 240x400, 250x250, 300x50, 300x100, 300x250, 300x600, 300x850, 320x50, 320x480, 336x280, 450x50, 468x15, 468x60, 468x728, 480x320, 700x500, 728x15, 728x90, 768x1024, 1024x768, 600x315 or 254x133 (FBX)

3. **ANIMATED ADS:**

- Simpli.fi recommends a maximum of 18 frames per second
- Simpli.fi recommends a maximum animation length of 30 seconds with no more than two loops
- These ads can be run in "in-banner", pre-roll and standard video.

4. **FLASH ADS:** Publish to the earliest version of Flash possible for maximum penetration. (Simpli.fi recommends Flash 8 or even Flash 6 if you can render the ads without losing quality)

5. **CLICKTAGS:** Clicktags should be set up in the following format: clickTag

- For further clarification, please visit <http://flashclicktag.com>
- Ads serving within an IFrame should open in a new window when clicked
- Example: ClickTag Actionscript Code: on (release) {getURL (clickTAG, "_blank");
- Tip: Please only implement one clicktag in each swf file as our platform does not support multiple clicktags within one Flash file.

6. **FACEBOOK CREATIVE:**

- 600x315 recommended for scaling, 254x133 image creative,
- Headline: 25 characters (including spaces)
- Body Text: 90 characters (including spaces)
- Destination URL
- ***3rd party ad tag tracking is available on Facebook

7. **CREATIVE BACKGROUNDS AND BORDERS:** On all ads with partially black, white or transparent backgrounds, you must add a visible border of contrasting color to the majority background color of the creative.
8. **SENSITIVE CATEGORIES:** Simpli.fi is able to deliver inventory on sensitive categories listed below. There are exchange restrictions. Please contact your Simpli.fi Client Service Account Manager for details.
 - **Medically sensitive campaigns:** These campaigns contain advertisements referencing: a specific medical ailment or condition, treatment program for a specific condition, a facility that serves patients with specific conditions, a medicine or pharmaceutical product that is used for a specific condition, or a graphic or image that could be considered medically sensitive to a potential patient.
 - **Alcohol:** Simpli.fi is able to advertise some campaigns that contain creative's with alcohol.
 - **Weapons:** Some weapons are allowed with restrictions (examples: gun advertisers may not link to pages with ammunition). Examples of allowed content: gun ranges, paintball guns, books/magazines promoting guns/ammunition, swords, knives.
 - **Tobacco:** Allowed with exchange restrictions.
9. **ADS MAY NOT:**
 - Contain fake hyperlinks
 - Resemble Windows, Unix, or Mac dialog boxes
 - Simulate fake interactivity
 - Contain audio (exception: user initiated)
 - Initiate downloads
 - Be intrusive
 - Contain misleading content