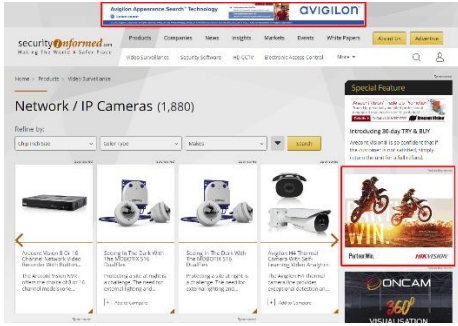
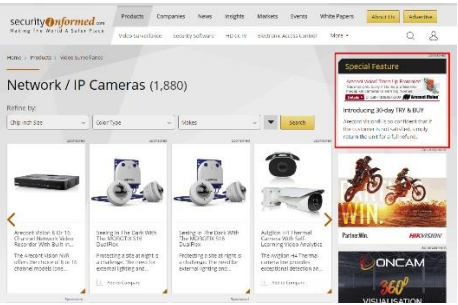


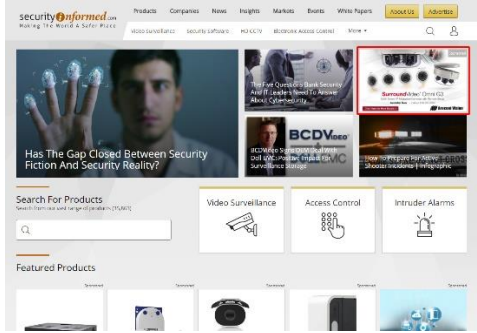
BANNER ADS: SPECS AND GUIDELINES

The below guidelines must be adhered to for any banner that is supplied to go live on SecurityInformed.com

WEBSITE BANNERS

Masthead & Block Banner		
Formats	.JPEG, .JPG, .PNG, .GIF HTML5	
Dimensions (in pixels)	Masthead: 728 (W) x 60 (H) Block: 300 (W) x 250 (H)	
File size	100 KB or smaller	
Destination link	The specific page that the banner / animation will link to.	
		Preview

Special Feature		
Formats	.JPEG, .JPG, .PNG, .GIF	
Dimensions (in pixels)	265 (W) x 65 (H)	
File size	100 KB or smaller	
Content	30 character headline + up to 120 character text (with spaces)	
Destination link	The specific page that the banner / animation will link to.	
		Preview

Special Feature - Homepage		
Formats	.JPEG, .JPG, .PNG	
Dimensions (in pixels)	612 (W) x 355 (H)	
File size	100 KB or smaller	
Destination link	The specific page that the banner will link to.	
Note	<ol style="list-style-type: none"> 1. This is a responsive banner and will be visible in different sizes/dimensions based on screen resolution. Some common banner dimensions for desktop, mobile and tablet are: Desktop: 293 (H) x 170 (W) Mobile: 326 (H) x 189 (W) Tablet: 344 (H) x 199 (W) 2. Animated banners are not supported 3. A "Sponsored" label set against a gray background will appear on the top-right corner of the banner. The label measures 51 (W) x 21 (H) pixels in size and will be added by SecurityInformed.com. 	
		Preview

Stereo banner		
Formats	.PNG, .GIF, HTML5	
Dimensions (in pixels)	Actual file dimensions:	1490 (W) x 625 (H)
	Visible dimensions: 125 (W) x 625 (H) each side	
Structure	Though appearing to be 2 banners, paired stereo banners are one file displaying animations on the left and right, with a transparent area in the middle (where the SecurityInformed.com website is displayed.)	
File size	200 KB or smaller	
Destination link	The specific page that the banner / animation will link to.	
		Preview



TECHNICAL SPECIFICATION (SITE-SERVED)

ANIMATION LENGTH AND SPEED

- Animation length must be 15 seconds or shorter
- Animations can be looped, however they must stop after 30 seconds
- Animated .GIF ads must be slower than 5 FPS

SOUND

SecurityInformed.com does not support sound in any of its ad formats.

BORDER

Creatives with partially black or white backgrounds must have a visible border of a contrasting color.

HTML5 FILE TYPE

We support only .ZIP version for HTML5 banners. The .ZIP file should contain the HTML for the ad as well as any of the other following file types:

- HTML file (.HTML)
- CSS files (.CSS)
- JavaScript files (.JS)
- Images (.JPEG, .JPG, .PNG, .GIF, .SVG)

IMPORTANT NOTES:

- When uploading a .zip folder, the maximum number of files included should be 40.
- UTF-8 must be used for non-ASCII characters

HTML5 LIMITATIONS

- Expandable ads are not supported.
- All images used in HTML5 ads must be local images, not referenced images, and should be part of the assets that comprise the ZIP file.
- Only Google web fonts are supported. Other web fonts are not supported.
- For environment target actions, timer and multiple exits are not supported.
- Local storage methods cannot be used in HTML5 ads.
- HTML5 is not very well supported on most versions of Microsoft Internet Explorer. Please ensure compatibility checks prior to sending.

TECHNICAL SPECIFICATIONS FOR POLITE LOADS (THIRD-PARTY SERVED)

LOAD REQUIREMENTS

Initial Load Size:	100 KB maximum is recommended for the fastest initial load time.
HTML5 file type	Up to 1 MB <i>* initial plus subsequent/polite loads</i> <i>Includes: all progressive video, images, HTML. (true streaming not included)</i>
CPU Usage:	Must not exceed 40% of a user's CPU. Common causes of high CPU use are continued animation & heavy animation sequences.

ATTRIBUTES

Border and iFrame:	Must stay within iframe. Creatives with partially black or white backgrounds must have a visible border of a contrasting color.
Mouseover Policy:	Only user-initiated mouse effects (by rollover or click) are allowed and are always controlled by the user. Effects cannot turn the mouse into different icon and/or animate portions of the ad. Sound effects are not allowed on mouseover/rollover.

WHY WE DO NOT ACCEPT FLASH BANNERS?

The online advertising industry is seeing a decline in the use of Flash creatives. This is mostly in response to the fact that web traffic is shifting to mobile devices and browser support for Flash is declining – only 60% of users browsing the web use a Flash-enabled browser. However, while Flash is heading towards obsolescence, use of HTML5 creatives is flourishing.

Google Display Network and DoubleClick Digital Marketing will only support 100% HTML5 from January 2nd 2017, meaning display ads in the Flash format is no longer run on the Google Display Network or through DoubleClick for Publisher.

Source: [Google](#)

CONTENT REQUIREMENTS

GRAPHICAL LAYOUT

Ads must take up the entire space of the image size you've chosen and can't appear sideways or upside down. Ads can't be segmented, contain multiple copies of itself within the ad, or appear to be more than one ad. Google also does not allow ads that expand beyond the frame or otherwise encroach on the website or app.

Note that in each image ad, we include a small informational graphic overlay. We will not resize your image to accommodate this element. Your ad should always be submitted in the full original format size and take this overlay element into account. If the ad you submit is resized in advance, there may be extra white space visible when your ad is displayed. You can preview how your ad will appear with this overlay during the ad creation process when creating a standard image ad or a template image ad in the Ad gallery.

RELEVANCE AND QUALITY

Image ads must be relevant to the advertised site or app. Ad images must be clear and recognizable, with legible text. We don't allow unclear, blurry, or unrecognisable images to be used in ads.

STROBING AND FLASHING

SecurityInformed.com does not allow strobing, flashing backgrounds, or otherwise distracting ads.