

2011

Standard Advertising Units



DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

3/09/2011

Purpose of this document:

This document has been developed by the DPAA's Creative Guidelines and Standards Committee and reviewed by the DPAA's Media Operations Committee as well as the Research and Standards Committee. The document was also circulated widely among place based networks and available on the website as a draft for input and received several rounds of input. The purpose of this document is to reduce the cost and increase the efficiencies associated with executing multi-network Digital Place-based buys. The document does this by introducing a common nomenclature for agency creatives, planners, buyers, network creatives and sales and marketing executives. This document also offers Standard Advertising Units that all networks can accept for conversion to an optimum playback format for their specific network.

About the Committee:

The Creative Guidelines and Standards Committee includes DPAA members and members of the association's Agency Advisory Board that represent the creative, marketing, sales, research, and technology functions.

DPAA Committee Members:

Dan Levi – Zoom Media & Marketing, Committee Chair	Nurlan Urazbaev – BroadSign
Alan Schulman – UDIG	Stan Weil DPAA, Liaison
Anne White – PRN	Ryan Pogy DPAA, Liaison
Peter Bowen – SeeSaw	

DPAA Contributing Member Companies:

Adspace Digital Mall Network	indoorDIRECT
Akoo	The Wellness Network
Allvision	Ipsos Mendelsohn
AMI Entertainment Network	Life Time Fitness
Arbitron	NEC
Ayuda	Nielsen
BroadSign International, Inc	Wall Street Journal Office Network, Inc.
Buzztime	ONTrack Network
Captivate Network	PRN - Premier Retail Networks
Care Media Holdings Corp.	PlaceWise Media
CBS Outernet	RMG Networks
CNN Airport	RVue
Creative Mobile Technologies	SeeSaw Networks, Inc
ECAST	Zoom Media & Marketing
Health Club Media Network	
Health Media Network	

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Overview:

In 2010 the DPAA launched the Creative Guidelines and Standards Committee to discuss, for the first time, “creative” for this medium. DPAA members and the place-based industry as a whole offer a wide variety of screen sizes and ad formats. While this variety is a strength and a unique selling point of the medium, it can also add complexity and inefficiency. With this in mind, the Committee recommends Standard Advertising Units that all Digital Place-based networks accept for conversion to an optimum playback across their network, and recommends networks to incorporate the common nomenclature herein that all parties can use.

Perspective and Process:

The Committee decided to keep the focus of the project on outlining creative ad unit nomenclature and developing a standard video primary ad unit that makes it easier for agencies to work with a variety of Digital Place-based networks.

The committee reviewed the process of what a creative department would need to plan for a Digital Place-based network campaign. To provide a clear picture to the creative agencies, the committee explored the networks’ physical description and the consumer experience.

This document establishes a prescribed standard video ad format that all networks are able to accept. Each network should be able to run the unit ‘as is’ or ‘down-converted’ to optimize quality playback across their network. While this document does outline Standard Advertising Units and defines the nomenclature of other partial screen ad units, it will be up to each network to convey the unique benefits they offer in addition to the Standard Advertising Units.

Looking Forward:

The Creative Guidelines and Standards Committee will continue to evolve these standards to meet the needs of the changing Digital Place-based landscape.



DPAA Creative Standards

Common Nomenclature:

Landscape HD Sixteen by Nine (16:9) refers to the High Definition Standard Advertising Unit formatted for landscape (horizontal) presentation with an aspect ratio of width of 16 to a height of 9.

Landscape HD Four by Three (4:3) refers to the High Definition Standard Advertising Unit formatted for landscape (horizontal) presentation with an aspect ratio of width of 4 to a height of 3.

Portrait HD Nine by Sixteen (9:16) refers to the High Definition Standard Advertising Unit formatted for portrait (vertical) presentation with an aspect ratio of width of 9 to a height of 16.

Primary Ad unit – refers to the dominant area of advertising displayed on the screen. The Primary Ad unit should be described as either Full screen or Partial screen.

- **‘Full Screen’** means the ad unit is the only visible asset running on the screen.
- **‘Partial Screen’** means the Primary Ad unit is accompanied by content and/or a companion ad unit or some other visual enhancement (such as ticker, clock, or logo).
 - **Companion Ads** may be text, static display ads or rich media. A Companion Ad will run adjacent to an ad unit and/or programmed content.
- **‘Audio’** means consumers will be able to both see and hear the advertisement.
- **Playback Format’** means the final format that the ad unit will be played across the network. Networks shall disclose the playback format.

Primary Ad unit orientation should be referred to as either Landscape or Portrait.

- Companion Ad unit orientation should also be referred to as either **Companion Landscape** or **Companion Portrait**

Consumer Experience is the way the Primary Ad unit is experienced by a person watching the screen.

Standard Ad Unit formats for primary ad units:

File Name	Aspect Ratio	Dimensions	Codec	Bit rate
Landscape HD Sixteen By Nine	16:9	1920 x 1080	MPEG-4/H.264 AVC	20 Mbps
Landscape HD Four by Three	4:3	1440 x 1080	MPEG-4/H.264 AVC	20 Mbps
Portrait HD Nine by Sixteen	9:16 (Portrait)	1080 x 1920	MPEG-4/H.264 AVC	20 Mbps

Other accepted file types: Each network should also provide additional file types that they readily accept.

Suggested Specifications

Below are suggested specifications to include on a network spec sheet.

1. Describe the Consumer Experience
2. State which ad formats are accepted by the network
3. State what the playback format will be

Consumer Experience:

Describe the consumer experience of the ad unit.

- **Primary Ad unit** – describe the unit as either Full Screen ads or Partial Screen ads.
- If the Primary Ad unit is a '**Partial Screen**', explain the ad unit orientation as either Portrait or Landscape along with the aspect ratio.
- **Companion Ads** – describe the companion ad as either **Companion Portrait** or **Companion Landscape** and either text, static display ads or rich media.

Example: Sample Network* offers **full screen** and **partial screen** ad opportunities. We accept the following DPAA Standard Advertising Units.

- Full screen ads run as a **Landscape HD 16:9** ad unit.
- **Partial screen** ads run with the primary ad unit in landscape, 16:9, along with a **companion ad** and/or preprogrammed content.
- **Companion ads** are portrait oriented. Companion ads may be submitted as text, static display ads or rich media. Companion ads should be submitted in their highest quality format. We accept these formats listed below and we will down convert to _____ (give optimum dimensions, codec, file type and/or bitrate).

Additional network specific needs (should be listed below):

Example: Sample Network additional network specifics:

- Traffic contact personnel
- File delivery method
- Example creative
- Tips for effective custom creative
- Production deadlines
- File naming for proper trafficking
- Ad-ID / ISCI code requirements

* Example only. Not a currently known name of a digital place-based network