MOGULDOM

Moguldom Media Group Online Properties Spec Sheet

AD UNITS

	Size	Rich Media Initial Max File Size	Rich Media SubLoad/Polite Max File Size	Image File Size (File Type: .GIF, .JPG)	Expansion (Mouse rollover to expand)	Loops/ Animation
Leaderboard	728x90				Down Only to 728 x 180	
Box	300x250				Left Only to 500 x 250	
Billboard	970x250					
Pushdown	Collapsed 970x90 / Expanded 970x415	200kb	100kb	100kb		Unlimited/ Up to 30 seconds
Super Leaderboard	970x90					
XL Unit	300x600					
Newsletter Ad	300x250			100kb		

- **Moguldom accepts HTML5 and theses specs apply to HTML5 creative.**
- All units are available on a FIRST COME, FIRST SERVE opportunity and only secured by a signed I/O.
- Competitive Separation will be maintained for any Custom Unit above the fold placements where SOV is less than 100%.
- Lead Time: Please submit all creative assets/ad tags **7 business days** before launch for QA and implementation.
- Allow 7 business days for production in-house.
- **All click through urls must open in a new browser window.**

IN-BANNER AUDIO/VIDEO
- **In-banner audio must be user initiated on click, not mouseover.**
- **Video must contain visible user interface media controls. Mute and either Pause or Stop required.**
- Maximum file size is 200KB on initial load, plus up to 2.2MB for progressive download.

PUSHDOWN
- The first expansion must be fluid and quick to load with the page.
- The next time a user comes to the page, the pushdown should show its default/collapsed image.
- If the user mouses over the ad for more than 2 seconds, the ad should expand using fluid animation.
- For the pushdown to contract, the user will need to click the close button.
- When the user clicks the close button, the action must be fluid.
- Close button must be present for entire duration of the ad.
- Audio may be used, but only while the pushdown is in an expanded state. This has to be user initiated with a mute button.

BRANDED CONTENT
- Press release or any notes as a guide.
- Any additonal content for inside page post: images, video, etc.
- Site-served data will be provided for Homepage Lead-in.
- To include video in the Branded Content, YouTube embed is required.
- Name client wants used for "Sponsored by _____".
- Client logo bigger than the size of 75(w) x 75(h) on transparent background. (Optional)
- Client Twitter and Facebook account that need to be linked to on article. (Optional)

Homepage Lead-in Image:
Bossip - 700 pxw x 457 pxh
MadameNoire - 700 pxw x 393 pxh
StyleBlazer - 536 pxw x 480 pxh
HipHopWired - 600 pxw x 384 pxh

SPONSORED SOCIAL POST
- Tweet: Max 140 characters; Photo can be up to 5MB; Animated GIFs can be up to 3MB. Your photo will be automatically scaled for display in the expanded Tweet and in the user gallery. Video can be up to 30 seconds.
- Facebook Post: Image or up to 20 minutes video.
- Instagram Post: 1080 pxw x 1080 pxh image or video up to 15 seconds.

STATIC/ANIMATED RESKIN
- Main ad dimension: 1280 pxw x 800 pxh
- Overall ad dimension: 1936 pxw x 1200 pxh
- MAX Size: 300kb
- Send all logo files, key art, layered files, etc.
- Photoshop .psd files preferred.
- Style guide if available.
- 3rd Party Tracking: 1x1 pixels accepted except for YouTube and Twitter.
- For Animated Reskin, max of 6 images/layers. The images change on scroll. The timeframe between each image will depend on the number of images.
- Templates link: https://dl.dropboxusercontent.com/u/18908056/Templates.zip

ZIPPER UNIT
- Video Format: Any major file format; Preferred file formats: .mov and .mp4
- Max File Size: up to 100MB
- Resolution: 16:9 Hi Def Ratio preferred
- Video Length: up to 30 seconds
- 3rd Party Tracking: 1x1 pixels accepted
- For Zipper Unit, a Photoshop File (PSD) containing all art assets and the layout of the Zipper Unit should be provided. When structuring the layout of the unit in Photoshop, we will need two separate groups/folders (Expanded State and Collapsed State) to avoid any confusion.
    * Expanded State
        Main ad dimension: 1185 pxw x 800 pxh
        Overall ad dimension: 1185 pxw x 1200 pxh
    * Collapsed State -
        Main ad dimension: 1280 pxw x 800 pxh
        Overall ad dimension: 1936 pxw x 1200 pxh
- Templates link: https://dl.dropboxusercontent.com/u/18908056/Templates.zip

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MOBILE AD UNITS

	Size	Rich Media Initial Max File Size	Rich Media SubLoad/Polite Max File Size	Image File Size (File Type: .GIF, .JPG)	Notes
Mobile Interstitial	320x480	300kb	200kb	200kb	Close button required for rich media tag
Mobile Banner	320x50				
Mobile Box	300x250			50kb	
Mobile AdHesion	320x50	200kb	50kb		Close button required for rich media tag
Expandable Mobile Banner	Collapsed 320x50; Expanded 320x300 (max)			N/A	Expanded view must include a close button **Third-party tag only**
Leaderboard (Tablet)	728x90				
Box (Tablet)	300x250	200kb	100kb	100kb	
XL Unit (Tablet)	300x600				

- Mobile optimized URL is highly suggested.
- Allow 7 business days for production in-house.
- 3rd Party Tracking: 1x1 pixels accepted.
- Rich Media Video Units: See above for the Maximum file size for the initial load; plus up to 2.2MB for progressive download.

MOBILE TICKER
- Images must be 720 pxw x 304 pxh. Images will have a visible area of 484 pxw x 280 pxh. Avoid using any text on the image itself.
- MAX Size: 200kb
- File Type: .GIF or .JPG
- Title: Max 25 characters
- Description: Max 60 characters
- Timer / Expiration date
- Expiration date color code.
- Upper left Ribbon: This is Optional. Ribbon Text: Max 13 characters. Color code for Ribbon and Ribbon text.
- CTA button: Max 13 characters. Color code of the CTA Copy, CTA Button, and CTA Button Border.
- 3rd Party Tracking: 1x1 pixels accepted.
- Templates link: https://dl.dropboxusercontent.com/u/18908056/Templates.zip

MOBILE RESKIN
- Top & Bottom Image: 970 pxw x 250 pxh for each image
- MAX Size: 200kb
- File Type: .GIF or .JPG
- Color code for the side rails.
- 3rd Party Tracking: 1x1 pixels accepted.

MOBILE VIDEO INTERSTITIAL / MOBILE INVIEW VIDEO
- Video Format: Any major file format; Preferred file formats: .mov and .mp4
- Max File Size: up to 100MB
- Resolution: 16:9 Hi Def Ratio preferred
- Video Length: Up to 15 seconds
- 3rd Party Tracking: 1x1 pixels accepted (Clicks, Impression Start, First Quartile, Mid Quartile, Third Quartile, Completion)
- For Mobile Video Interstitial, the close button appears after 10 seconds. User will be able to exit out.
- For Mobile InView Video, a static 320x50 mobile ad is required

DESKTOP / MOBILE INLINE VIDEO
- Video Format: Any major file format; Preferred file formats: .mov and .mp4
- Max File Size: up to 100MB
- Resolution: 16:9 Hi Def Ratio preferred
- Video Length: up to 30 seconds for desktop and up to 15 seconds for mobile
- 3rd Party Tracking: 1x1 pixels accepted (Clicks, Impression Start, First Quartile, Mid Quartile, Third Quartile, Completion)

DESKTOP VIDEO TAKEOVER
- Video Format: Any major file format; Preferred file formats: .mov and .mp4
- Max File Size: up to 100MB
- Resolution: 16:9 Hi Def Ratio preferred
- Video Length: up to 30 seconds
- 3rd Party Serving: VAST & VPAID compliant
- 3rd Party Tracking: 1x1 pixels accepted (Clicks, Impression Start, First Quartile, Mid Quartile, Third Quartile, Completion)
- For Video Takeover, the close button appears after 4 seconds. User will be able to exit out.

VIDEO WALL
- Video Format: Any major file format; Preferred file formats: .mov and .mp4
- Max File Size: up to 100MB
- Resolution: 16:9 Hi Def Ratio preferred
- Video Length: up to 30 seconds
- 3rd Party Tracking: 1x1 pixels accepted
- In addition to the video file, a YouTube link with the video is required.

VIDEO PREROLL
- Video Format: Any major file format; Preferred file formats: .mov and .mp4
- Max File Size: up to 100MB
- Resolution: 16:9 Hi Def Ratio preferred
- Video Length: up to 30 seconds on desktop and up to 15 seconds on mobile
- 3rd Party Serving: VAST & VPAID compliant
- 3rd Party Tracking: 1x1 pixels accepted (Clicks, Impression Start, First Quartile, Mid Quartile, Third Quartile, Completion)

CONTACT
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