

townsquare AD SPEC
media

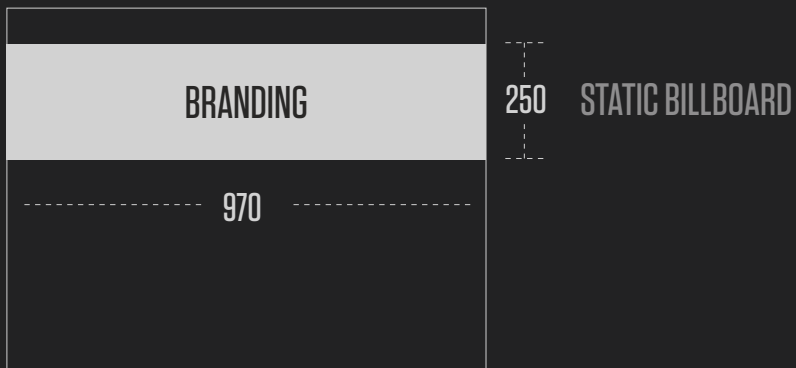


CUSTOM AD UNITS



BILLBOARD

- High impact real estate at the very top of the page
- Great vehicle to distribute short-form video



OVERVIEW:

- Loads 970 x 250 below the nav
- Includes video player

VIDEO EXPERIENCE:

- YouTube player embedded in the ad
 - Player is 250 px tall with variable width based on aspect ratio
 - 16:9 video is 444 px wide
- Video autoplays on load with click for audio (video restarts)
- Default YouTube thumbnail upon completion

ASSETS REQUIRED FOR THE CUSTOM DESIGN

- Key Art: Layered **.psd** file
- Title treatment/logos: **.eps** format
- Brand and creative guidelines
 - (with do's and don'ts, existing ad creatives as examples)
- Key brand messaging
- Fonts - both PC and Mac compatible
- If there is a video unit with client-branded video, please send a **.mov** video file

For design requirements please contact your Townsquare Account Manager

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MOBILE ANCHORED UNIT

- A 320 x 50 ad unit anchored at the bottom of the phone's screen which remains visible as the user scrolls
- On user scroll, automatically expands into a larger 320 x 155 image with optional video
- Prominent branding and call to action



CLOSED 320 X 50



OPEN 320 X 155

USER EXPERIENCE:

- Ad appears as 320x50 and expands into 320x155 on user scroll or click
- Optional video preview
- After 7 seconds the ad minimizes, (unless the user has engaged the video)
- User can opt out of ad at any time via Close button

VIDEO:

- Video is presented initially as an animated thumbnail with a play button
- On tap, video launches with sound per that device's standard playback:
 - iOS: goes full screen with native playback
 - Android: plays inline

DYNAMIC LAYOUT:

- Branding is scaled to maximize the device's display
- Single clickthrough from the expanded view

DIMENSIONS:

- Small: 320 x 50 aspect ratio (designed for retina at 640 x 100)
- Big: 320 x 155 aspect ratio (designed for retina at 640 x 310)

FREQUENCY:

- No frequency cap



CLOSED 320 X 50



OPEN 320 X 155

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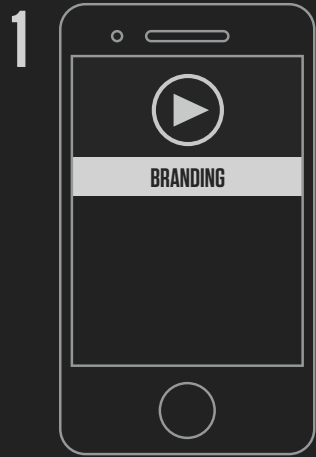
[TEMPLATE](#)

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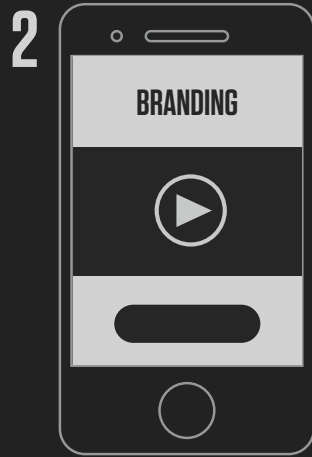
[ADDITIONAL TECH SPECS](#)

MOBILE TOPPER

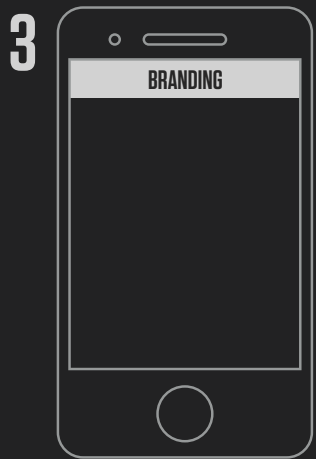
- The Mobile Topper is our new, high impact mobile unit.
- Ad remains on the page as the user scrolls down
- The user can swipe to engage a full-screen ad at any time.



Initial View



Full Screen



Swipe Bar

USER EXPERIENCE:

- Loads on top of site, above branding.
- Remains on the page as the user scrolls down (up to 1000 pixels, when the ad is refreshed)

VIDEO:

- Video is presented initially as an animated thumbnail with a play button
- On tap, video launches with sound per that device's standard playback:
 - iOS: goes fullscreen with native playback
 - Android: plays inline

DYNAMIC LAYOUT:

- Branding is scaled to maximize the device's display
- Single clickthrough from the prestitial

DIMENSIONS:

- Initial view: 320 x 180 aspect ratio (designed for retina at 640 x 360)
- Swipe bar: 320 x 30 aspect ratio (designed for retina at 640 x 60)
- Full screen: 320 x 450 aspect ratio (designed for retina at 640 x 900)

FREQUENCY:

- Served 1x5 minutes

1



Initial View

2



Full Screen

3



Swipe Bar

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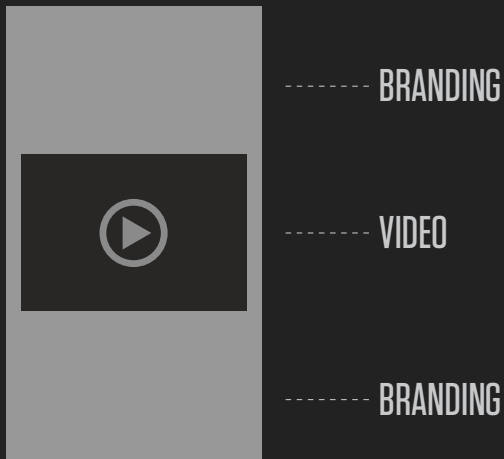
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AMPLIFIER

- High impact unit with wide variety of customization.
- Great vehicle to distribute video or music playlists.



OVERVIEW:

- 300 x 600 in right rail
- May include video player or music playlists
- High viewability

VIDEO EXPERIENCE:

- YouTube player embedded in the ad
- Player is 300 px tall with variable width based on aspect ratio
 - 16:9 video is 169 px wide
- Video autoplays on load with click for audio (video restarts)
- Default YouTube thumbnail upon completion

PLAYLIST EXPERIENCE:

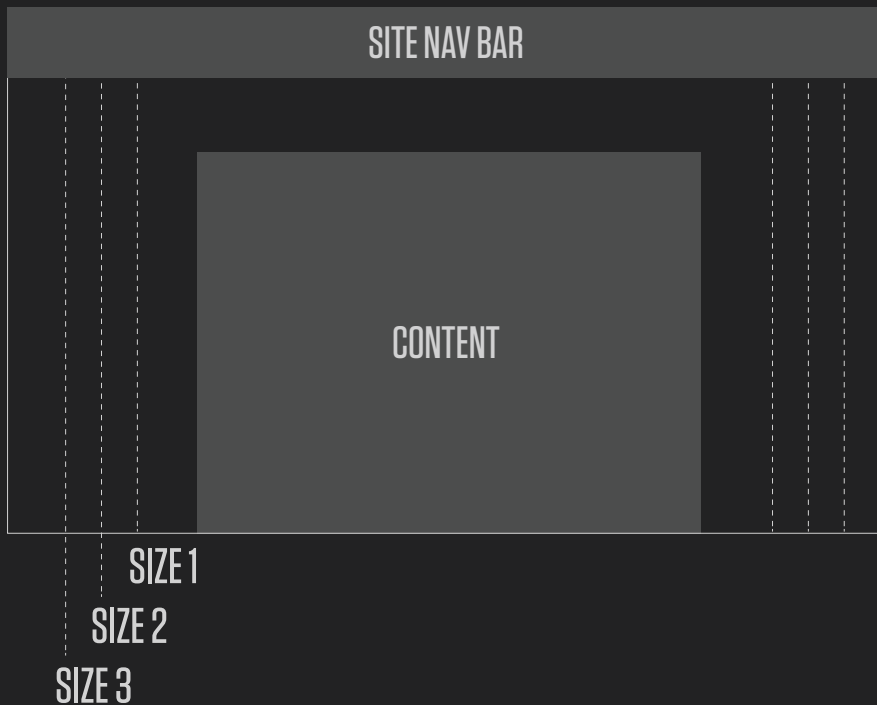
- Playlists can be powered by Spotify, Apple Music or 8tracks
- Once user opts in, the playlist continues until all songs complete (or user pauses or leaves page).

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SKIN TAKEOVER

- Brands the background experience of our sites.
- This includes the background behind the 970x250 ad



DIMENSIONS:

Each size of the skin must restrict its branding to fit within the following dimensions:

- 1280
- 1440
- 1600

Textures can extend beyond that

DYNAMIC SKIN RESIZING:

- Our site technology recognizes the user's browser window size and dynamically resizes the skin to best fit the branding into the user's viewable area

CLICKTHROUGH:

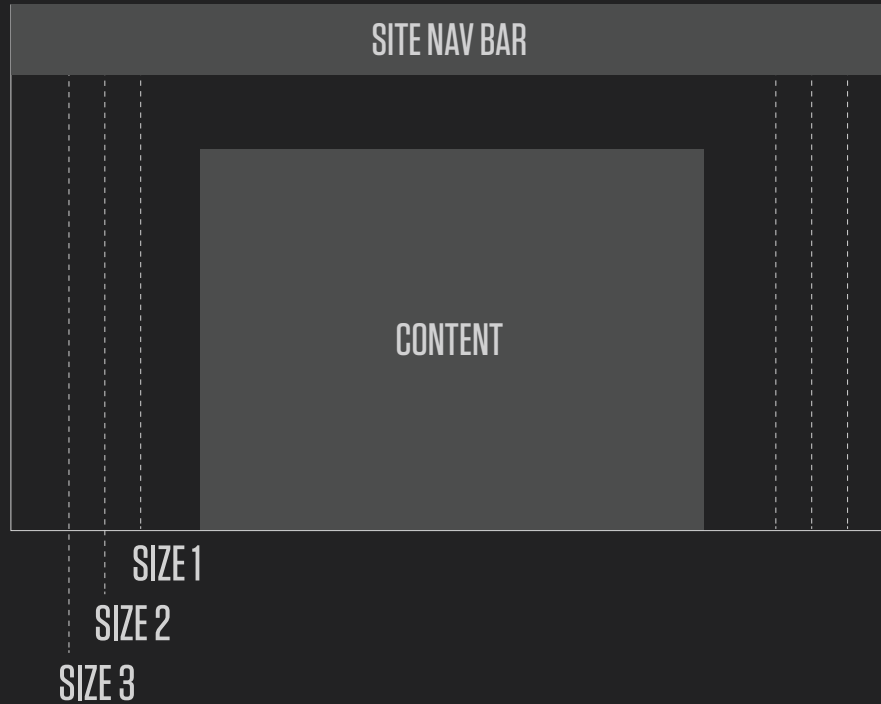
- We support a single clickthrough from the skin

SKIN BEHAVIOR OPTIONS:

- **SCROLLING**
 - The skin moves off screen as the user scrolls
 - Accommodates taller skins or skins with multiple messages
- **FIXED**
 - The skin is locked into place, not moving as the user scrolls down
 - Branding / message is persistent as user scrolls
 - All branding must be above the fold (670 px total).

BRANDING & "TEXTURE":

- Textures including colors, shapes, and patterns may start at the very top of the page
- Textures are allowed inside site header area; branding is not



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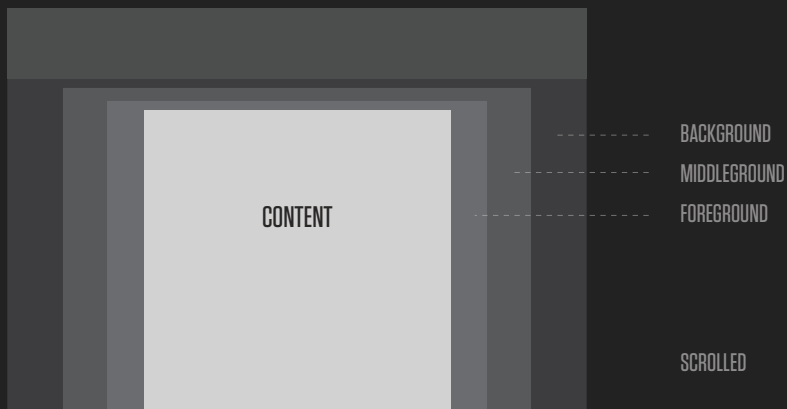
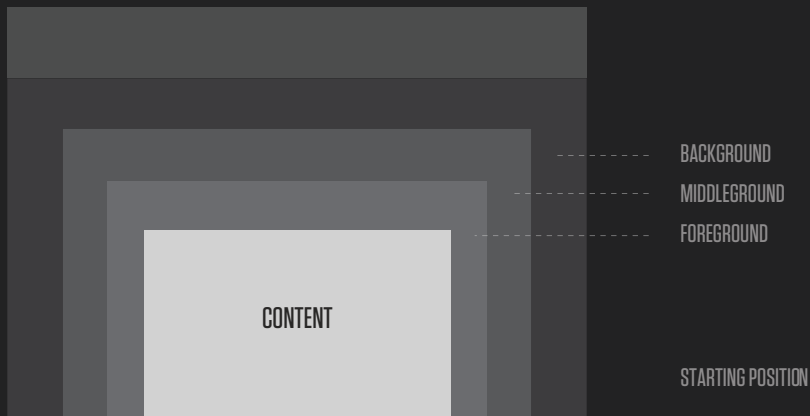
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PARALLAX TAKEOVER

- An interactive branded experience dominating our site with eye catching motion and a playful reveal in the center of the page.



HOW IT WORKS:

- The user controls animation within the skin as they scroll up and down the page. This motion can consist of sliding elements, simulating a 3D environment, or crossfading images.
- The “Reveal” opens a window in the middle of the site exposing the branded content.

DYNAMIC SKIN RESIZING:

- Our site technology recognizes the user’s browser window size and dynamically resizes the skin to best fit the branding into the user’s viewable area

CLICKTHROUGH

- We support a single clickthrough from the skin
- “Reveal” unit: has its own clickthrough

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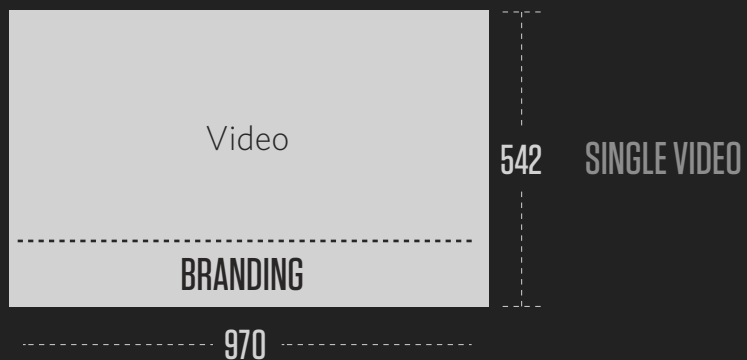
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THEATER UNIT

- A prominent ad unit anchored at the top of the site, featuring a video player, branding and multiple video playback.



OVERVIEW:

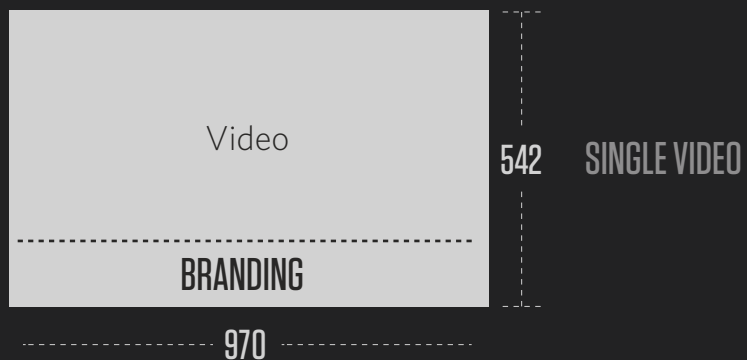
- Sits at the top of every page
- Includes giant video player with branding and Call to Action button on Content bar
- Loads 970 x 542
- May include either one or three videos

BOTTOM BRANDING AND THUMBNAILS:

- Bottom branding includes branding and Call To Action button.
- Highlights up to 3 videos, shown as thumbnails on the right side of the video (optional).

USER EXPERIENCE:

- First video autoplays on load without sound, prominent "muted" icon in the top left.
- User may click anywhere on the video to turn sound on and restart (muted icon disappears)
- User may select from additional videos anytime, which then autoplays
- Additional videos autoplay upon completion of prior video



FREQUENCY:

- Served 1x 5 minutes when running rotationally

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