



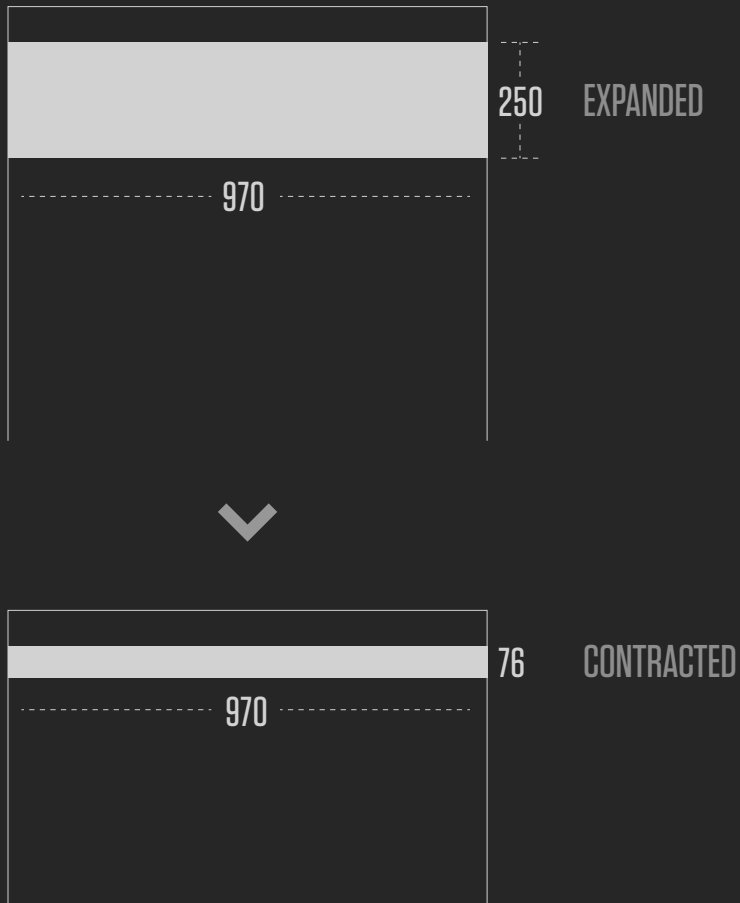
townsquare media AD SPECS

A man with reddish-brown hair is lying down, wearing large black over-ear headphones. He is wearing a light blue button-down shirt. The background is dark and out of focus. The text 'CUSTOM AD UNITS' is overlaid in white, bold, sans-serif font across the center of the image.

CUSTOM AD UNITS

THE BILLBOARD

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



OVERVIEW:

- Sits at the top of every page (In a few instances below the nav)
- Loads 970 x 250 and remains open unless user clicks to close
- If closed, collapses to 970 x 76
- May include video player

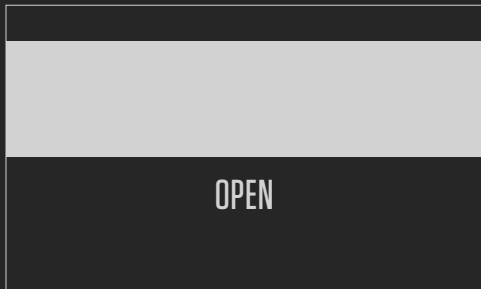
USER EXPERIENCE:

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

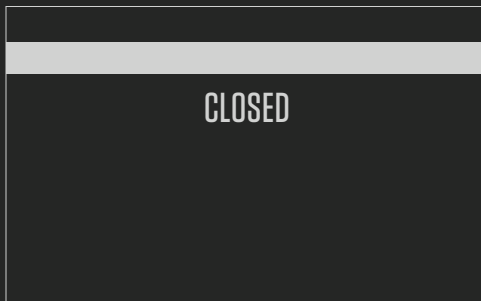
EXPANDED STATE:

- Expanded state includes standard "CLOSE AD" button (transparent, for positioning on top of video)
- Contracted state includes standard "EXPAND AD" button (white on black, PNG)
- Multiple clickthroughs allowed (using map areas)
- No Flash

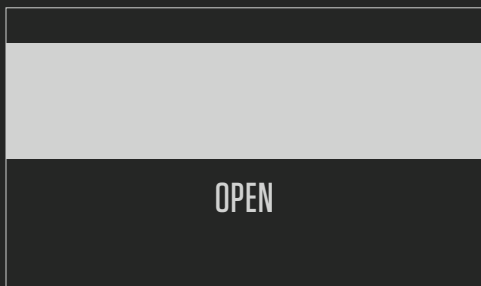
The Billboard Continued



JOE VIEWS AD AT 10:00 AM
ON MONDAY



JOE VIEWS AD AT 10:30 AM
ON MONDAY



JOE VIEWS AD AT 11:01 AM
ON TUESDAY

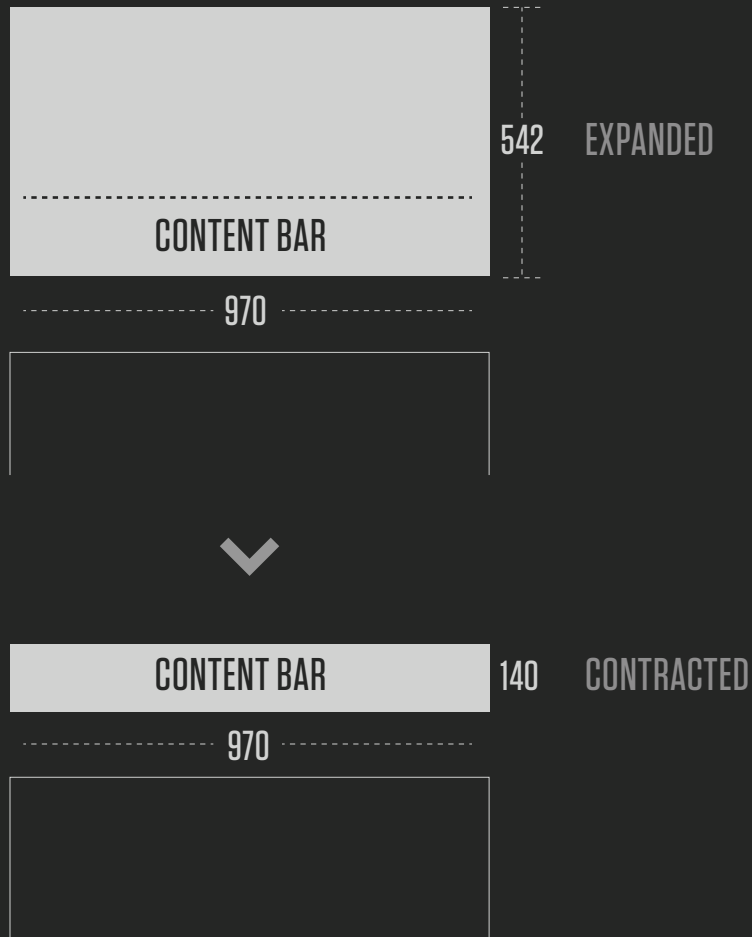
FREQUENCY:

- Served 1x/hour when running rotationally
- As part of a site takeover, first impression served in expanded state; subsequent impressions within 1 hour served in contracted state

[SCREENSHOTS](#)[TEMPLATE](#)[SEE DEMO](#)

THEATER UNIT

- Dominant video experience at the very top of the page
- Features multiple video playback experience, branding, and prominent call to action



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 and remains open unless user clicks to collapse
- If closed, collapses to 970 x 140 Content Bar
- May include up to 4 videos

CONTENT BAR (AKA LOWER THIRD):

- Includes branding and Call To Action button
- Can be hidden via tab on the right side
- Highlights up to 3 additional videos, shown as thumbnails (optional)
- May have custom background image in collapsed state (optional)

USER EXPERIENCE:

- First video autoplays on load without sound (prominent "muted" icon in 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
- User can show/hide the content bar via the tab on its right side
- User can collapse the unit by clicking "COLLAPSE" button on the top right, minimizing the unit to just the Content Bar
- User can expand the unit by either clicking on one of the thumbnails or the "EXPAND" button (only visible when no thumbnails).

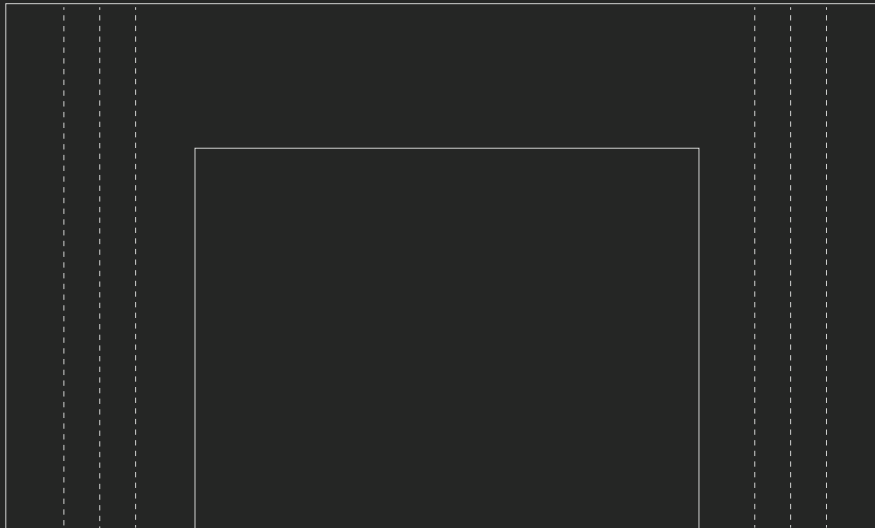
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SKIN TAKEOVER

-Brands the background experience of our sites.

On some sites this includes the background behind the header which is available for skinning



SIZE 1

SIZE 2

SIZE 3

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 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 can scroll up and down with the site 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 (680 px total).

BRANDING VS "TEXTURE":

- Textures including colors, shapes, and patterns may start at the very top of the page
- Branding including text, buttons and logos must start lower than the header to not compete with the site's logo.
- Textures are allowed inside site header area; Branding is not

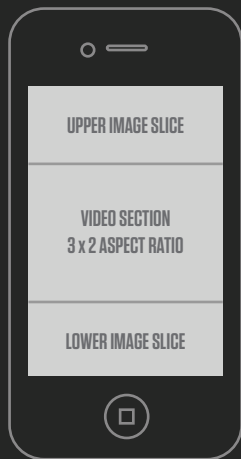
[SCREENSHOTS](#)

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MOBILE PRESTITIAL

- Full-screen ad in front of a site on mobile devices.
- Prominent branding and call to action, and may include a video.



USER EXPERIENCE:

- Ad appears for 7 seconds before site loads (User may tap “Close” any time before 7 seconds)
- After 7 seconds, ad closes (unless user has chosen to watch an included video)

VIDEO:

- Supports :15 or :30 video
- Video is presented initially as a 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:

- The branding works in both landscape and portrait modes
- Accomplished by separating the branding into a smaller floating layer, on top of the larger background
- Branding is scaled to maximize the device’s display
- We only support a single clickthrough from our skin
- Single clickthrough from the prestitial

DIMENSIONS:

- Background: 568 x 568
- Content area: 320 x 480
 - Upper slice: branding
 - Mid slice: video thumbnail with play button overlay
 - Lower slice: branding
- Video thumbnail (placeholder): 320x180

FREQUENCY:

- Served 1x/hour

