



townsquare media AD SPEC

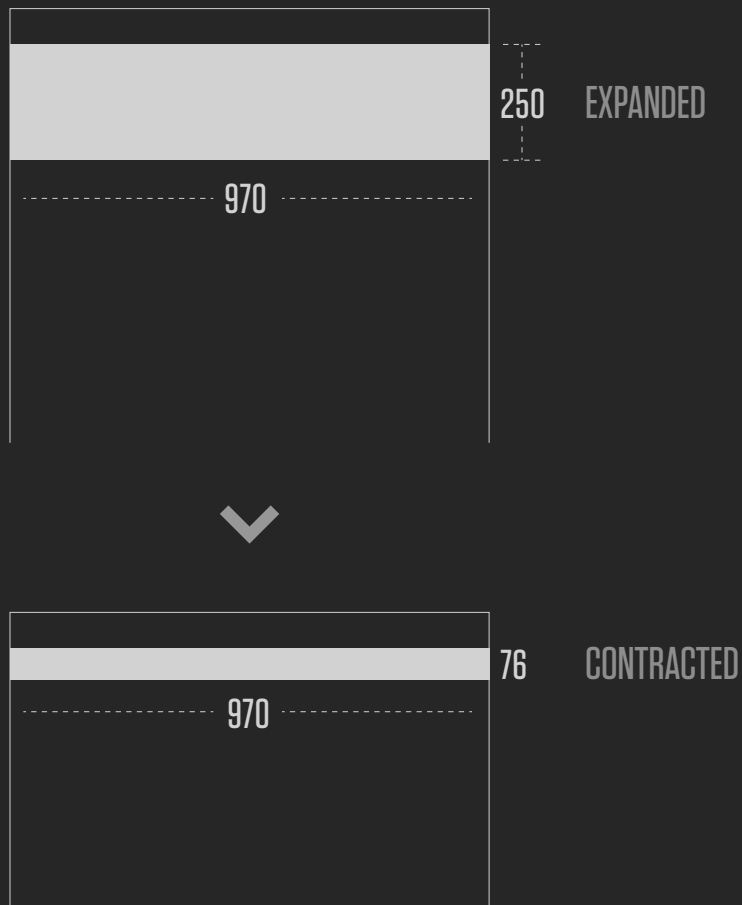
UPDATED: 3/24/15

A man with light 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, suggesting an indoor setting. The text 'CUSTOM AD UNITS' is overlaid in white, bold, sans-serif font across the center of the image.

CUSTOM AD UNITS

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 the user clicks to close
- If closed, collapses to 970 x 76
- User expands unit by clicking anywhere in the collapsed ad, which autoplays the video with sound.
- May include video player

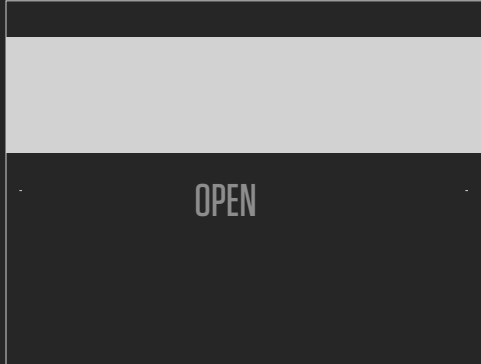
VIDEO EXPERIENCE:

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

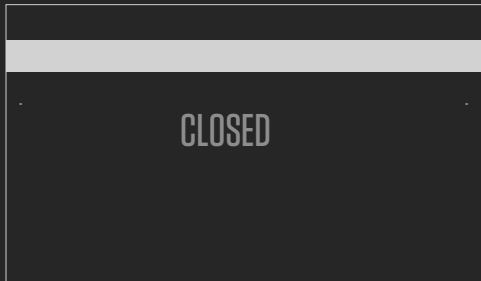
REQUIREMENTS:

- Expanded state includes standard "CLOSE AD" button
 - In a few instances below the nav
- Contracted state includes standar "EXPAND AD" (white on back)
- Multiple clickthroughs allowed (using map areas)
- No Flash

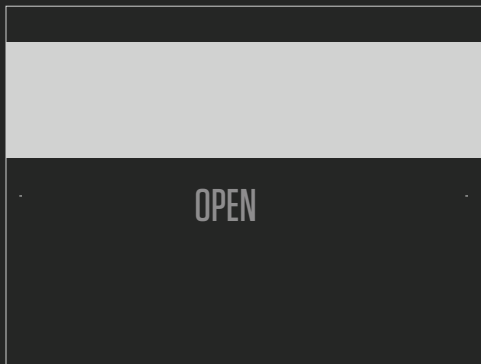
Billboard Continued



JOE VIEWS AD AT 10:00 AM
ON MONDAY AND CLOSES IT



JOE VIEWS AD AT 10:30 AM
ON MONDAY



JOE VIEWS AD AT 9:00 AM
ON TUESDAY

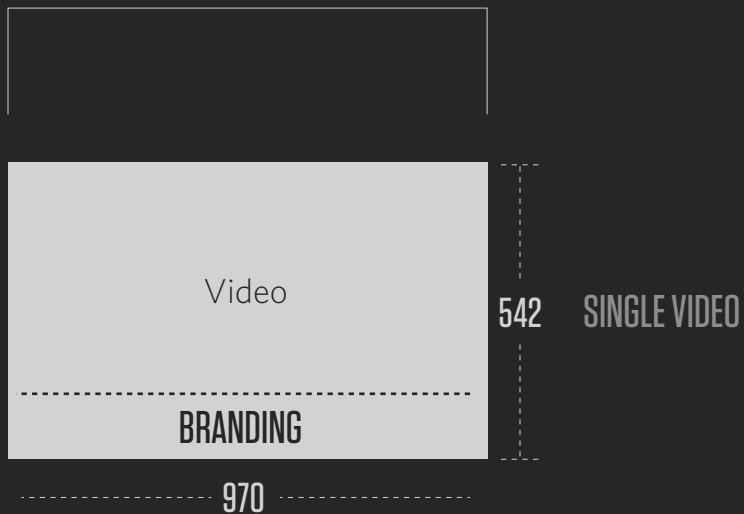
FREQUENCY:

- Always served open
- If user closes the ad, it will remain closed during any following impressions for the rest of the day (resetting at midnight).

[SCREENSHOT](#)[TEMPLATE](#)[SEE DEMO](#)[ADDITIONAL TECH SPECS](#)

THEATER UNIT

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



OVERVIEW:

- Sites 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 109
- May include either one or three videos

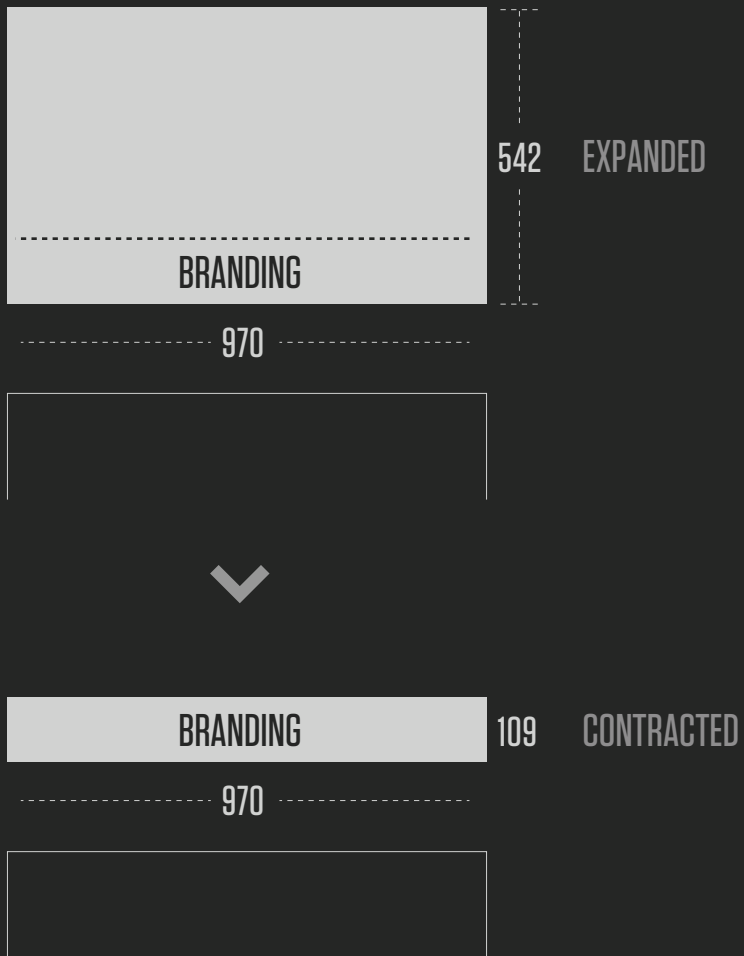
BOTTOM BRANDING AND THUMBNAILS:

- 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
- User can collapse the entire unit by clicking "X" button on the top right, minimizing the unit to just the Content Bar
- User can expand the unit by clicking on the "EXPAND" button.

Theater Unit Continued



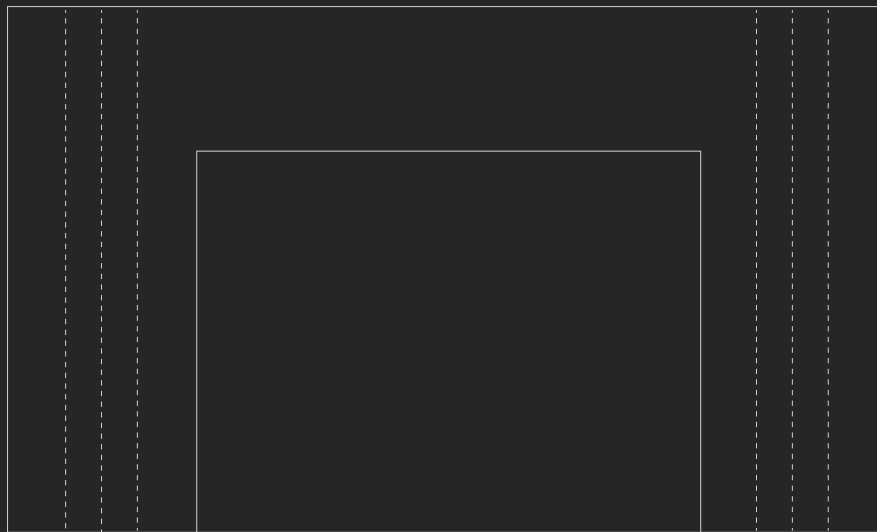
FREQUENCY:

- 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

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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 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
- Branding including text, buttons and logos must be positioned in relation to the site's header to not compete with the site's logo.
 - This needs to be considered during design of takeovers including Billboards and Theater units, as that will push site's header further down the page. During these takeovers, it is acceptable to position the skin's branding above the site header, since it is now lower than normal.
- Textures are allowed inside site header area; branding is not

SCREENSHOT

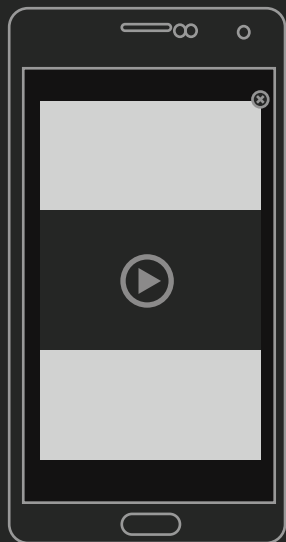
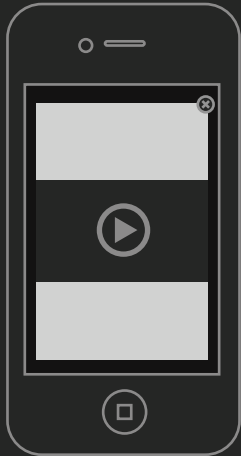
TEMPLATE

SEE DEMO

ADDITIONAL TECH SPECS

MOBILE PRESTITIAL

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



USER EXPERIENCE:

- Ad appears for 7 seconds before site load. User may close the ad via the "X" button any time before 7 seconds.
- After 7 seconds: ad closes, (unless the user has chosen to watch an included video).

VIDEO:

- Supports : 15 or :30 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:

- The branding works in both landscape and portrait modes, accomplished by separating the branding into a smaller floating layer on top of an optional, larger background image.
- Branding is scaled to maximize the device's display
- Single clickthrough from the prestitial

DIMENSIONS:

- Content area: 320 x 460 aspect ratio (designed for retina at 680 x 920)
- Background: square aspect ratio (optional, designed for retina at 1120 x 1120)

FREQUENCY:

- Served 1x/hour

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