



IO and Creative Requirements

- IOs must be received 5 business days before the campaign start date
- Rich Media creative must be received 3 business days before the campaign start date.
- Roadblocks, Sponsorships and other custom units must be received 4 business days before the campaign start date.
- Flash creative hosted by Adify must be received 5 business days before the campaign start date.
- Any new creative received during the duration of a campaign will be placed live within 48 Hours upon receipt.
- Any changes or modifications to a campaign that involve Adify's platform (e.g. budget, Optimization, delivery parameters) will be made within 24 hours upon receipt; this does Not include changes in creative.
- Requests to pause and/or terminate any campaign must be made 24 hours prior - Final billing and impression reports for a paused / terminated campaign will only be available after said 24 hours.

Accepted Ad Formats

- Standard image formats (GIF, JPG, PNG)
- Rich Media – JavaScript, Flash (SWF), HTML
- Text
- Video (SWF)

Accepted Ad Units

728 x 90
980 x 120
250 x 240
250 x 250
250 x 360
160 x 300
400x300 (video)
720x300 (pop-under)

Specifications

- Adify hosted files may not exceed 100K. No limit on creative hosted elsewhere
- JPG/GIF should not exceed 20k
- Audio must be User Initiated
- Animation length may not exceed 15 seconds
- Animation may loop up to 3 times
- Flash files must open in a new browser
- If providing SWF assets to Adify, the click tag action script should be as follows:
on (release) {
getURL (clickTAG, "_blank");
}

AdTail AB (publ), Barnhusgatan 16, 111 23 Stockholm, Tel +46(0)8-23 10 20, Fax +46(0)8-773 22 33
www.shenetwork.se www.adtail.se

Ad Tags

Adify has both click-tracking and cache-busting capabilities, and requires that both tokens are inserted into all creative that runs on our server. Adify currently accepts tags from the following third party sources based on our ability to insert click-tracking and cache-busting tokens.

The opportunity to use other Tracking capabilities will be discussed on case by case basis.

- Eyeblander
- Eyewonder
- Pointroll
- Brightroll
- DART
- Zedo
- Ad Shuffle
- Ad Tech
- Atlas
- Motif
- Unicast
- Bluestreak
- MediaPlex
- Specific Media
- Tribal Fusion
- True Effect
- Open Ads