

Glam Media

Advertising Specifications

Glam Media is a client-focused interactive digital marketing partner that understands your goals for achieving online advertising objectives. Below you will find the guidelines for standard and rich media ad creative design and development.

[Glam Media adheres to the IAB Ad Standards and Creative Guidelines.](#)

As new media strategies are created, we look forward to working with you on innovative campaigns that may fall outside the listed specifications.

To discuss the technical requirements needed for your upcoming campaign or for any additional information, please contact your Glam Media Sales Team at Ad_Sales@glam.com or Glam Media Ad Operations at Traffic@glam.com.

Standard Media Guidelines				
Placement	Dimensions	Acceptable File Types/ Formats	Animation and Looping Restrictions	Max File Size
Wide Skyscraper	160x600	Third-party tags, JPEG, or GIF	Yes Three Times	40 KB
Medium Rectangle	300x250	Third-party tags, JPEG, or GIF	Yes Three Times	40 KB
Leaderboard	728x90	Third-party tags, JPEG, or GIF	Yes Three Times	40 KB
Half-Page Ad	300x600	Third-party tags, JPEG, or GIF	Yes Three Times	40 KB
Left Nav Widget on Glam.com	125x185	Third-party tags, JPEG, or GIF	Yes Three Times	40 KB
Custom Integrations	Glam Media is always open to new integrations and will make every effort to meet custom creative requirements			

Rich Media Guidelines								
Placement	Dimensions	Acceptable File Types/ Formats	Animation and Looping Restrictions	Video Allowed?	Audio Allowed? User-Initiated Only	Expandable Allowed?	Max Expand Dimensions	Preferred Expand Direction
Wide Skyscraper	160x600	Third-party tags or Flash**	Yes Three Times	Yes 30 sec max	Yes With Mute Buttons	Yes See page 2 for details	460x600	Left or Auto-Detect
Medium Rectangle	300x250	Third-party tags or Flash**	Yes Three Times	Yes 30 sec max	Yes With Mute Buttons	Yes See page 2 for details	560x300	Left or Auto-Detect
Leaderboard	728x90	Third-party tags or Flash**	Yes Three Times	Yes 30 sec max	Yes With Mute Buttons	Yes See page 2 for details	728x400	Down or Auto-Detect
Half-Page Ad	300x600	Third-party tags or Flash**	Yes Three Times	Yes 30 sec max	Yes With Mute Buttons	Yes See page 2 for details	460x600	Left or Auto-Detect
Left Nav Widget on Glam.com	125x185	Third-party tags or Flash**	Yes Three Times	No	No	No	Not Applicable	Not Applicable
Custom Integrations	Glam Media is always open to new integrations and will make every effort to meet custom creative requirements.							
Polite Download	Polite download technology allows part of the ad to load before the content; the rest loads once the content is finished. For media heavy creative, please use Polite Download with an initial file size no larger than 40K with a total file size no larger than indicated above.							

Format Category	Format (WxH)	Max Initial Load File Size *	Additional File Weight (Polite Download)	Flash Specifics	Audio Initiation	Maximum Animation Length	Controls
In-Page Video Units	See IAB Ad Unit Guidelines, for example, 300x250	40 KB	1.2 MB**	18 fps	User Initiated (on click)	Anything up to 15 seconds	<ul style="list-style-type: none"> Control = "Close X", Play, Pause, Rewind, Volume Font = 16 pt
Expandable/Retractable Units	User-initiated Expandable Ads: See IAB Ad Unit Guidelines.	40 KB	80 KB	18 fps	User Initiated (on click)	Anything up to 15 seconds	<ul style="list-style-type: none"> Control = "Close X" Font = 16 pt
	Landing Spots: Maximum width of 2 times the initial ad size* User-initiated Retractable Ads: Maximum width of 600 pixels. Landing Spots: See IAB Ad Unit Guidelines.					Expansion: <ul style="list-style-type: none"> 3 seconds, if no user interaction Up to 15 seconds within ad 	<ul style="list-style-type: none"> Location = On Edge of Original (non-expanded /expanded) unit Feature = Enable Mouse-Off Retraction
Floating Units	Variable	80 KB	160 KB	18 fps	User Initiated (on click)	Floating: <ul style="list-style-type: none"> 10 seconds max, if no user interaction Up to 15 seconds within ad 	<ul style="list-style-type: none"> Control = "Close X" Font = 16 pt Location = Fixed placement at the location of the first completely visible frame
	Landing Spots for Floating Ads: See IAB Ad Unit Guidelines.					Not Applicable	
Between-the-Page Units	a.k.a., Transitional Ads: See IAB Ad Unit Guidelines.	80 KB	160 KB	18 fps	User Initiated (on click)	Transitions: <ul style="list-style-type: none"> 10 seconds max, if no user interaction Up to 15 seconds within ad 	<ul style="list-style-type: none"> Control = "Skip Advertisement" Font = 16 pt Location = Above the Fold in Lower Right Corner of Ad
NOTES	*300x250 ads only need to expand to 500x250 **If Video is part of any other rich media units, polite download file weight should adhere to In-Page Video Limit of 1.2 MB.						

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Interactive Creative Guidelines	
In-Ad Audio	Only user initiated audio allowed - preferably on click Clearly visible mute and stop functionality Audio to not play beyond ad-play Audio must be encoded at a maximum volume of -12db
In-Ad Video	Auto-play video is allowed No-auto play audio is allowed Play/pause/mute button controls required. Maximum allowance for auto-play video is 15 seconds User initiated streaming is allowed; Polite load preferred
Expandable Ads	Expandable portion of the ad should be user-initiated mouse-off OR have a clear close button Expansion should activate on either mouse over OR click Minimization should occur mouse-off OR have a clear close button
Floating and Overlay Ads	Auto detection of page is preferred for expansion; if not possible - 728x90 expands down and the 160x600, 300x250 and 300x600 expand left Creative to be spawned from 728x90 - if it must spawn from another unit, please notify AdOps Maximum file size of 80K, 160K is using polite load Fully expanded unit not to exceed 500x500 and 100K Creative must include close button and auto-retracting functionality Creative must close automatically after animation is complete
Corner Peel / Page Tear	Creative to spawn from 728x90 - if it must spawn from another unit, please notify AdOps Corner ('reminder' or 'teaser') unit should live in the upper right, size not exceed 100x100 and 20K Fully expanded unit should not exceed 500x500 and 100K Creative must have close button and auto-retracting functionality Upon initial page load, may expand for a maximum of five seconds before retracting to corner reminder unit
Surveys	No pop-ups or pop-unders DHTML flyovers/floating ads are permitted with a frequency cap of 2 per user, every 30 minutes No survey invitations on Glam.com or Brash.com properties Please work with your sales rep, who will coordinate and notify the internal teams
Hot Spots	There are no restrictions on hot-spots; creative should be fully clickable

Flash Creative Specifications	
Flash Requirements (Including Third Party served Flash creative)	All flash files must be clickTag enabled Target URLs cannot be hardcoded. We pass the landing page URL to the .swf as a parameter, thus no need to have the URL referenced in the .swf file. Assign any clickable portion a clickTag, preferably with the format below: <code>getURL(clickTag, "_blank");</code> For click commands in child layers, please use <code>_root.clickTag</code> or <code>_level0.clickTag</code> If you need to direct to more than one URL within a single .swf file, please build each clickTag with a consecutive number (as below), and specify each URL-to-clickTag mapping. <code>getURL(clickTag1, "_blank");</code> <code>getURL(clickTag2, "_blank");</code> <code>getURL(clickTag3, "_blank");</code> Object code must contain both param and embed tags; the wmode variable must be set for both param and embed. For overlay executions, set wmode to transparent. For expandable executions, set wmode to opaque. Maximum frame rate of 18 frames per second There are no panel limitations on hosted Flash creative; creative should not exceed accepted file size (60K) For Flash hosted by Glam Media, a default image (JPEG or GIF) image must be included for each ad size; standard ad file sizes apply Agencies are responsible for paying third party Rich Media fees
NOTES	Advertisers are advised to use Flash 8 or 9 to maximize user compatibility and avoid unnecessarily high incidence of default ads, but all current Flash versions are supported.

Video Ad Requirements	
Preroll Requirements	There is a 30-second maximum preroll video stream length File type: FLV preferred. AVI, WMV, MPEG, or MOV accepted Resolution: 1360x768 (HD) preferred, 640x480 (SD) accepted Bit rate: Under 1500 kbps preferred File size: Under 50 MB preferred Prerolls can be tracked via 3rd party pixels and click through URLs

Mobile Ad Specifications								
Placement	Dimensions	File Type/Size (.jpg/.gif/.png/)	Acceptable File Types/Formats	Video Allowed?	Audio Allowed? User-Initiated Only	Expandable Allowed?	Max Expand Dimensions	Preferred Expand Direction
Banner	300X50	<10 KB for basic banners <15 KB for animated banners	Third-party tags, jpg, gif, png	Yes 15 sec max	No With Mute Buttons	No	N/A	N/A
Banner	320x50	<10 KB for basic banners <15 KB for animated banners	Third-party tags, jpg, gif, png	Yes 15 sec max	No With Mute Buttons	No	N/A	N/A
Interstitial	320x50	<5 KB for basic banners <7.5 KB for animated banners Pre-roll 15 seconds max 720KBS RM 10KB – 40KB Max	Third-party tags, jpg, gif, png	Yes 15 sec max	No With Mute Buttons	Yes	320x480	Up
Mobile Splash	320x50	<5 KB for basic banners <7.5 KB for animated banners Pre-roll 15 seconds max 720KBS RM 10KB – 40KB Max	Jpg, gif, png, mp4	Yes 15 sec max	No With Mute Buttons	Yes	320x480	Up

Third-Party Ad Tags	
Tag Requirements	While we prefer standard JavaScript tags, I frame tags are accepted Tags cannot contain pop-ups or pop-unders of any kind Vendor tags must be able to accept Glam click tracking Vendor tags must either contain client side cache busting or be able to accept Glam cache busting New vendors will require approval through third party vendor approval process

Third-Party Vendor Approval Process	
Requirements for Approval	Credit Check has been completed by finance Billing source has been determined (vendor impressions vs. Glam Media impressions) Vendor questionnaire filled out and returned to AdOps Technical Producer

FOR APPROVAL	Ad tag provided and fully QA'd (cannot happen without the questionnaire) Please work with your sales rep if you are using a new vendor, who will coordinate and notify the internal teams
NOTES	New third party vendors require thorough technical examination prior to running on the Glam Media network to ensure industry compliance, scalability, proper tracking, and legitimacy.



Advertising Specifications

Approved Third-Party Rich Media Vendors

Pointroll Atlas	DFA Eyeblander	Interpoll Unicast	Eyeturn Bluestreak	TurnMedia Collective Media	Vindicosuite Mookie
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Important Notes

Documentation and forms are available by request. Please ask your Sales Planner.

Requests for exceptions to these guidelines must be mailed to Presales@glam.com for approval by all affected teams.

Please allow 2-3 Business days for testing of special or custom creative.