



# Ad Unit Specification & Creative Policies

2017





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# General Guidelines

## SSL Compliant Ads

- As the online advertising industry increasingly adopts secure sockets layer technology (SSL), major exchange partners are increasing their SSL-only inventory. We recommend that you send SSL-compliant creative ad tags and trackers for upcoming and any existing campaigns by June 30th in order to ensure the broadest access to inventory and optimal performance for your campaigns running on the Rocket Fuel platform. Also ensure that any third-party beacons trafficked into your creatives via your ad server are also SSL compliant ('https:'). Note that SSL-compliant ad tags will also run on non-SSL ad inventory.
- Please reach out to your account manager for any questions you may have.

## General Content Standards

- White ads must have a distinct border to clearly identify where the page ends, and advertisement begins.
- Sponsor of the advertising message must be clearly identified.
- Advertiser's landing page must match the offer being made in the advertisement.
- An ordinary person must be able to make an informed decision from the offers in the ad.
- It is the advertiser's responsibility to ensure that all product claims, warranties, guarantees or other assurances comply with applicable laws & regulations.
- Destination Landing URLs must be crawlable for search engines (i.e. search engines have to be able to navigate to the page-- more info: <http://www.agent-seo.com/seo/6-crawlability-mistakes-how-to-cure-them/>).

- Ad unit and landing page must have detailed disclosures as appropriate; in particular, full terms and conditions of the offer must be easily accessible on landing page.

## Creative CANNOT:

- Use "bait and switch" tactics, e.g. advertising that promotes an unavailable product or price as a means of luring the user into purchasing a different product.
- Display false functionality - contain graphics that simulate interactivity where no such interactivity exists.
- Resemble error messages or Windows/Mac/Unix dialogue boxes.
- Prompt a download (except for mobile app install campaigns).



# General Guidelines Cont.

## Subjective Content

- Astrology, horoscopes, psychic services or other related services.
- Creative **MUST** state that the service is for entertainment purposes only.
- Creative **CANNOT** imply that there are scientific groundings to such services and/or promises of wealth or good fortune.
- All ringtone/cell phone offers must disclose the details of the service, particularly when the offer requires a subscription.
- Ads for promotions (contests, sweepstakes, special offers):
- Creative **CANNOT** imply that the promotion is approved or endorsed by any government or quasi-government entity?
- **MUST** offer a fair opportunity for all entrants to win
- Chance based promotions **MUST** clearly disclose that no purchase is necessary
- **CANNOT** claim “everyone wins”, or suggest that user was specially selected to receive a prize
- **CANNOT** suggest that a payment by the winner is necessary to claim a prize (except for applicable taxes)
- **MAY NOT** imply that the mere act of clicking a button is sufficient to win (e.g. “Win a car! Click here!”)
- Ads for food products must comply with applicable laws & regulations regarding definitions/restrictions on food-related descriptive words
- The use of the word “Free” in any ad **MUST** fully comply with all state and federal guidelines, and disclose all material terms and conditions to obtain

the free item; in particular, ad units which claim to offer “free gifts” which in fact require the user to sign up for one or more offers, trial subscriptions, etc., must disclose how many offers the user must complete before receiving the gift.

- **CANNOT** Suggest that the product alone is effective for weight loss or make any unrealistic claims about the amount of weight that can be expected from the product
- **MUST**, where weight loss claims are made or implied, contain a disclaimer such as “results not typical; individual results may vary”.

## Unacceptable Content

- We will not accept ads for the following products: Adult products (films, magazines, websites, toys, etc.), alcohol, drugs, lotteries (other than official state lotteries sponsored by a U.S. state, e.g. Illinois State Lottery), casino services, online casinos, gambling portals, gambling educational sites, tobacco products, political messages, religious messages, degrees for sale or offered by non-accredited universities or programs, firearms, ammunition, fireworks, loan products which require upfront fees, products/services that claim to repair bad credit, securities (stocks, bonds, notes, warrants, options, etc), insider tips on a particular stock or commodity, products containing ephedra, ma huang, chitosan or human growth hormones, comfrey, or pyruvate; others as may be designated by Rocket Fuel.



# Rocket Fuel Misleading Creative Format, In-banner Video or Video Stuffing Policy

Rocket Fuel does not allow ad creatives whose format is intentionally misleading. Ads whose format is found to be intentionally misleading using methods including but not limited to video stuffing, are subject to the Rocket Fuel malware policy.

## **Video Stuffing is defined as:**

- a. Using display banner creative or VAST video creative to buy display banner inventory or video inventory that serves pre-roll content that syndicates video inventory ad requests to buyers on ad networks and video SSPs.
- b. Using display banner creative or VAST video creative to buy display banner inventory or video inventory and serve/rotate multiple video ad creatives in succession.

## **In-banner video defined as:**

- a. Use of display banner creative to serve a video player without ending the animation after 15s with a call to action (separating this from Rich Media that uses video clips) or user interaction through expansion (excluding full screen expansion).



# Rocket Fuel Malware Policy

Malware delivered via advertising creatives degrades the advertising ecosystem, undermines Rocket Fuel's relationship with supply partners, harms consumers and negatively affects Rocket Fuel's brand. Additionally, malware infected machines may be used to generate money for fraudsters. Rocket Fuel does not allow ad creatives that are infected with malware, or can be used as a distribution vector for malware. Ads that misrepresent themselves or ads that click through to landing pages that are infected with malware are not allowed.

Ads that are found to violate this policy will be disapproved from running on Rocket Fuel. Accounts associated with ads that are found to violate this policy more than once will be suspended.

# Display Ads

Creative Unit	Rectangle	Skyscraper	Leaderboard
<b>Dimensions (WxH in pixels)</b>	300x250, 300x600, 336x280, 200x200, 234x60, 250x250, 300x100, 320x100, 320x480, 930x180, 970x250, 1000x300, 120x240, 180x150	160x600, 120x600, 300x1050	728x90, 468x60, 470x80, 970x90, 980x120, 980x90
<b>File Types</b>	.GIF, .JPG, .PNG, HTML5 (HTML5 assets must be hosted by a third-party)	.GIF, .JPG, .PNG, HTML5 (HTML5 assets must be hosted by a third-party)	.GIF, .JPG, .PNG, HTML5 (HTML5 assets must be hosted by a third-party)
<b>Max Frame Rate</b>	24 fps	24 fps	24 fps
<b>Max Initial File Load Size</b>	200 KB	200 KB	200 KB
<b>Subsequent Max Polite File Load Size</b>	1 MB	1 MB	1 MB
<b>Subsequent Max User- Initiated File Load Size</b>	1.5 MB	1.5 MB	1.5 MB
<b>Subsequent Max User- Initiated Additional Streaming File Size</b>	N/A	N/A	N/A
<b>Maximum Animation Length</b>	15 sec	15 sec	15 sec
<b>Max Percentage of CPU Usage</b>	20%	20%	20%
<b>Labeling Requirements, Font Size, etc.</b>	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)
<b>Submission Lead-Time</b>	Min 3 business days before campaign starts	Min 3 business days before campaign starts	Min 3 business days before campaign starts

# Display Expandable Ads

Creative Unit	Medium Rectangle	Skyscraper	Leaderboard
<b>Initial Dimensions (WxH in pixels)</b>	300x250	160x600, 120x600	728x90
<b>Maximum Expanded Dimensions (WxH in pixels)</b>	600x250	320x600	728x270
<b>File Types</b>	“.GIF, .JPG, .PNG, .SWF or HTML5 HTML5 assets must be hosted by a third-party”	“.GIF, .JPG, .PNG, .SWF or HTML5 HTML5 assets must be hosted by a third-party”	“.GIF, .JPG, .PNG, .SWF or HTML5 HTML5 assets must be hosted by a third-party”
<b>Max Looping</b>	3	3	3
<b>Max Frame Rate</b>	24 fps	24 fps	24 fps
<b>Max Initial File Load Size</b>	200 KB	200 KB	200 KB
<b>Subsequent Max Polite File Load Size</b>	1 MB	1 MB	1 MB
<b>Subsequent Max User-Initiated File Load Size</b>	“2.2 MB for creative files”	“2.2 MB for creative files”	“2.2 MB for creative files”
<b>Max Animation Length</b>	15-sec	15-sec	15-sec
<b>Minimum Required Controls</b>	“Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px)”	“Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px)”	“Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px)”
<b>Submission Lead-Time</b>	Min 5 business days before campaign start	Min 5 business days before campaign start	Min 5 business days before campaign start
<b>Implementation Notes &amp; Best Practices</b>	“Best Practice: For times when the user’s browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file. Expansion: we can take any direction of expansion - but multiple directions can’t be in one tag--must be separate tags for each direction. This is important to note as agencies are leaning towards one tag.”	“Best Practice: For times when the user’s browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file. Expansion: we can take any direction of expansion - but multiple directions can’t be in one tag--must be separate tags for each direction. This is important to note as agencies are leaning towards one tag.”	“Best Practice: For times when the user’s browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file. Expansion: we can take any direction of expansion - but multiple directions can’t be in one tag--must be separate tags for each direction. This is important to note as agencies are leaning towards one tag.”



# Mobile Ads (Standard)

	Smartphone	Tablet
<b>Initial Dimensions (WxH in pixels)</b>	300x50, 300x250, 320x50, 320x480, 480x320 All Display sizes are highly recommended as well	300x250, 160x600, 728x90, 768x1024, 1024x768 All Display sizes are highly recommended as well
<b>Maximum Expanded Dimensions</b>	Expansion not allowed for this unit	Expansion not allowed for this unit
<b>File Types</b>	GIF, JPG, PNG, third-party JS tags (No flash) (HTML5 assets must be hosted by a third-party)	GIF, JPG, PNG, third-party JS tags (No flash) (HTML5 assets must be hosted by a third-party)
<b>Max Looping</b>	3	3
<b>Max Initial File Load Size</b>	40 KB	40 KB
<b>Subsequent Max Polite Size</b>	Not allowed for this unit	Not allowed for this unit
<b>Max Animation Length</b>	15-sec	15-sec
<b>Max Percentage of CPU Usage</b>	20%	20%
<b>Labeling Requirements, Font Size, etc</b>	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)
<b>Submission Lead-Time</b>	Min 3 business days before campaign starts	Min 3 business days before campaign starts
<b>Implementation Notes &amp; Best Practices</b>	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name

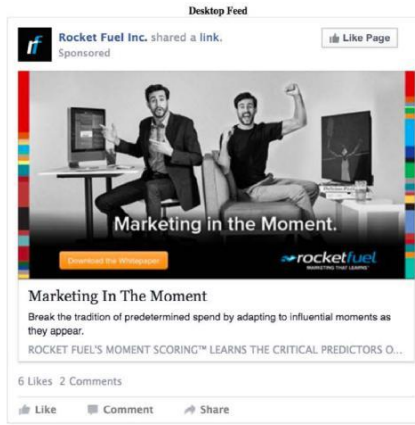
# Mobile Ads (Rich Media/Expand)

	Smartphone	Tablet
<b>Initial Dimensions (WxH in pixels)</b>	300x250, 320x50, 320x480, 480x320	300x250, 160x600, 728x90, 768x1024, 1024x768
<b>Maximum Expanded Dimensions</b>	300x250 -> 320x480 320x50 -> 320x480 320x480 -> 320x480 480x320 -> 480x320	300x250 -> 500x400 160x600 -> 400x600 728x90 -> 728x400 768x1024 -> 768x1024 1024x768 -> 1024x768
<b>File Types</b>	Third-party JS tags (No flash)	Third-party JS tags (No flash)
<b>Max Looping</b>	3	3
<b>Max Initial File Load Size</b>	40 KB	40 KB
<b>Subsequent Max Polite Size</b>	Not allowed for this unit	Not allowed for this unit
<b>Max Animation Length</b>	15-sec	15-sec
<b>Max Percentage of CPU Usage</b>	20%	20%
<b>Labeling Requirements, Font Size, etc</b>	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)
<b>Submission Lead-Time</b>	Min 3 business days before campaign starts	Min 3 business days before campaign starts
<b>Implementation Notes &amp; Best Practices</b>	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name

# Video Ads

	Desktop	Mobile
<b>Dimensions (WxH in pixels)</b>	300x250 or larger	300x250 or larger
<b>File Format (Hosted by RF)</b>	Raw files – MOV, MP4, FLV, WebM, AVI, WMV	Raw files – MOV, MP4, FLV, WebM, AVI, WMV
<b>VAST</b>	2.0 – Must be mobile encoded with MP4	2.0 – Must be mobile encoded with MP4
<b>VPAID</b>	VPAID Flash and VPAID JS	VPAID JS
<b>Max File Size</b>	50MB	50MB
<b>Aspect Ratio</b>	16:9 Widescreen, 4:3 Standard	16:9 Widescreen, 4:3 Standard
<b>Max Video &amp; Animation</b>	30 fps	30 fps
<b>Bit-Rate (KBPS)</b>	300-400	300-400
<b>MAX Video Length</b>	30 sec	30 sec
<b>Audio Initiation</b>	Must be user-initiated (on click) Default state must be muted	Must be user-initiated (on click) Default state must be muted
<b>Minimum Required Controls</b>	Play, Pause, Mute	Play, Pause, Mute
<b>Companion Banner</b>	300x250	300x250
<b>Codecs</b>	Upload files* encoded with an h.264 codec at the highest quality setting recommended. The following codecs are also supported: mjpeg, mpeg4, h263, dvideo, svq3, svq1, qtrle, rawvideo, rpza.	Upload files* encoded with an h.264 codec at the highest quality setting recommended. The following codecs are also supported: mjpeg, mpeg4, h263, dvideo, svq3, svq1, qtrle, rawvideo, rpza.
<b>Container Format</b>	FLV, MPEG-4 Part 14, or OGG	FLV, MPEG-4 Part 14, or OGG
<b>Submission Lead-Time</b>	Min 3 business days before campaign starts for both desktop and mobile	Min 3 business days before campaign starts for both desktop and mobile

# Facebook Ads



- Minimum image dimensions of 254x133
- Title: <25 chars
- Body: <90 chars

- Minimum image dimensions of 1200x628
- Message/text: FB recommends <110 chars
- Headline: FB recommends <25 chars
- Description: FB recommends <30 chars

	RHS	News Feed
<b>Title &amp; Body Restrictions</b>	Cannot start with punctuation Cannot have duplicate consecutive punctuation characters with the exception of 3 ellipses... Words cannot be greater than 20 characters in length Only 2 consecutive 1 character words are allowed Cannot consist entirely of capital letters Double spacing is not allowed Additionally, the following characters are not allowed: IPA Symbols Superscript and Subscript characters with the exception of TM and SM The following characters \~_={}[]<>	Cannot start with punctuation Cannot have duplicate consecutive punctuation characters with the exception of 3 ellipses... Words cannot be greater than 20 characters in length Only 2 consecutive 1 character words are allowed Cannot consist entirely of capital letters Double spacing is not allowed Additionally, the following characters are not allowed: IPA Symbols Superscript and Subscript characters with the exception of TM and SM The following characters \~_={}[]<>
<b>Third-party Impression Trackers</b>	Clients who want to use view tags must be a Facebook Managed Advertiser. If they're not, we should run without view tags, using RF/FB numbers.	Clients who want to use view tags must be a Facebook Managed Advertiser. If they're not, we should run without view tags, using RF/FB numbers.
<b>Major Approved View Tag</b>	AdCentric/AdGear, Adition, Adform, Adometry, AdParlor, Adsfac-Facilitate, Aggregate Knowledge, Atlas, BB Elements, Compass Labs, Doubleclick, Efficient Frontier, EyeReturn, Flashtalking, Graph Effect, Kenshoo, MediaMind, Mediaplex(add &mpcs=bypass), MIG, Nanigans, Pointroll, Smart Adserver, Spruce, Xaxis The subdomains need to be approved before the campaign launch with FB: Convertro, Trueeffect, Weborama	AdCentric/AdGear, Adition, Adform, Adometry, AdParlor, Adsfac-Facilitate, Aggregate Knowledge, Atlas, BB Elements, Compass Labs, Doubleclick, Efficient Frontier, EyeReturn, Flashtalking, Graph Effect, Kenshoo, MediaMind, Mediaplex(add &mpcs=bypass), MIG, Nanigans, Pointroll, Smart Adserver, Spruce, Xaxis The subdomains need to be approved before the campaign launch with FB: Convertro, Trueeffect, Weborama
<b>Submission Lead-Time</b>	Min 3 business days before campaign starts	Min 3 business days before campaign starts

Links for Reference:

[Facebook Advertising Policies](#)

[Facebook Advertising Policies PDF Version](#)

[Tool can be utilized to determine if an ad violates the 20% policy](#)

# Native Ads

	Specs
<b>Headline Title</b>	30 characters, 60 characters max - the title of the product they are promoting, the name of an event, etc.
<b>Body</b>	90 characters, 125 characters max - Description of the product or event. Keep it short and crisp.
<b>Sponsored</b>	Name of the advertiser. ex. Melia, Teva
<b>Call to Action Button</b>	Example Click Here, Shop Now, Learn More - (This will be required by AdX)
<b>Image Size</b>	At least 500 by 500 pixel image, 1200 by 672 pixel image is recommended with roughly 2:1 aspect ratio (free of text).
<b>File Size</b>	Less than 1MB. This can be uploaded or added as URL for image
<b>Landing URL</b>	URL where the ad should link to
<b>3rd Party Trackers</b>	We support up to 2 trackers that run with 1x1 image tag. e.g. impression tracker and click trackers

	Best Practices
<b>Larger images are best</b>	<ul style="list-style-type: none"> <li>The larger the image (as long as it is under 1MB) the better. Stretching small images to larger placements will diminish their quality.               <ul style="list-style-type: none"> <li>Rocketfuel will never stretch your images, we recommend providing the largest image possible to the maximum number of placements.</li> </ul> </li> <li>Images should be JPEG or PNG files.</li> </ul>
<b>Lifestyle images drive stronger performance</b>	<ul style="list-style-type: none"> <li>Lifestyle images outperform info graphics and stand alone product images. As a result, we recommend using images that show your product in context.</li> </ul>
<b>Minimize text on images (none is preferable)</b>	<ul style="list-style-type: none"> <li>Text on images can get cut off when the images are dynamically resized and cropped to fit thousands of publisher placements.</li> <li>We recommend keeping images text free and limiting the text to the headline and body copy.</li> <li>If text is needed, please center it as much as possible.</li> <li>Leave ample room on all 4 sides to ensure that the text is not cut off when the images are dynamically resized.</li> </ul>
<b>Center the focal points</b>	<ul style="list-style-type: none"> <li>Ideally, the focal point of the image should be as centered as possible.</li> <li>If there are multiple focal points, make sure there is ample spacing and the focal points are not at the edges of the image.</li> <li>This will ensure that key elements are not cropped out.</li> </ul>
<b>Short, direct, relevant, prescriptive copy</b>	<ul style="list-style-type: none"> <li>Headline and body copy should be clear, concise, and speak directly to your audience.</li> <li>Be sure to include a direct call to action.</li> <li>Copy should be able to stand on their own as well as form a cohesive message.</li> <li>Copy should be relevant to the image.</li> </ul>

Sample Images:  
[RF Support Center](#)