

Rich Media Unit



What it is: Logo and Text Unit that expands to Rich Media on cursor hover over Logo.

Logo and Text Unit



What it is: Standard Text Unit with a Logo.

Logo and Links Unit



What it is: Three Links with a Logo.

Text Only Unit



What it is: A Logo next to related search terms from Snap.

TEXT ELEMENT	Text Element Specifications		Text Element Specifications	
Title	25 characters max	25 characters max	3x catch-phrase, 25 characters max each	25 characters max
Description	35 characters max	35 characters max	N/A	35 characters max
Display URL	30 characters max	30 characters max	N/A	30 characters max
Text Formatting	No excessive capitalization allowed except in brand names.	No excessive capitalization allowed except in brand names.	No excessive capitalization allowed except in brand names.	No excessive capitalization allowed except in brand names.
Click URL	1024 characters max	1024 characters max	3x Click URL, 1024 characters max each	1024 characters max
File Formats	TXT/XLS/CSV	TXT/XLS/CSV	TXT/XLS/CSV	TXT/XLS/CSV
LOGO ELEMENT	Logo Specifications		Logo Specifications	
Dimensions	88x31 pixels (IAB Micro Bar)	88x31 pixels (IAB Micro Bar)	88x31 pixels (IAB Micro Bar)	N/A
File Formats	GIF/JPG/SWF	GIF/JPG/SWF	GIF/JPG/SWF	N/A
File Size	20k max	20k max	20k max	N/A
Animation	3 loops max. All animation must end within 10 sec. No audio.	3 loops max. All animation must end within 10 sec. No audio.	3 loops max. All animation must end within 10 sec. No audio.	N/A
ALT Text	55 characters max	55 characters max	55 characters max	N/A
RICH MEDIA ELEMENT	Rich Media Specifications		Rich Media Specifications	
Dimensions	Optimize for default display at 300x250 (IAB Medium Rectangle) with graceful scaling to 336x280 (IAB Large Rectangle).	N/A	N/A	N/A
File Formats	SWF	N/A	N/A	N/A
File Size	30k max w/ live linking URL. File size-limit exempt available with bandwidth up-charge.	N/A	N/A	N/A
Animation	3 loops max. All animation must end within 10 sec. User initiated audio w/ visible Mute/Stop/Close control. Time-limit exempt available for video content.	N/A	N/A	N/A
3rd Party Serving	Yes, select vendors. Flash in Flash, Doubleclick Mottif, Dart, Atlas Rich Media, Eyeblander and Pointroll.	N/A	N/A	N/A

Editorial Policy

- » All advertisements will be reviewed by Snap and are subject to approval before placement on the site.
- » All ad placements should spawn a new browser tab or window when clicked upon.
- » Floating ads are not accepted. Any creative that extends beyond the designated area is not accepted.
- » Cookies may not be set on the Snap Network, except by parties with a third party ad serving agreement.
- » All advertising appearing in the U.S. shall clearly identify advertisers' name on the ad itself.
- » Snap does not allow the following things that we as internet users find annoying, misleading or in poor taste and reserves the right to remove such advertising:
 - Faux-functionality – or misleading users into clicking on an ad
 - Simulating elements of an operating system interface
 - Advertisements that contain graphics that simulate interactivity (i.e., drop down menus, search boxes, etc.) without that functionality actually existing. No fake or simulated HTML interactivity.
 - Text or images that contain offensive or erotic meaning
 - Advertisements that mimic news headlines in design
 - Other annoying or harmful advertising

Advertising Restrictions

Snap does not accept display ads for the following: adult products, drugs/drug paraphernalia, online gambling and related services, firearms, ammunition, fireworks and online pharmacies. Advertising offers must not be misleading or contain hidden costs that are not apparent to the ordinary user.

Trafficking

All creative and copy assets must be submitted 5 business days prior to launch. If Snap is to produce the Rich Media Creative, please add another 7 business days lead time (12 business days total). Creative submissions should include the following:

- » Advertiser name
- » Insertion Order number
- » Detailed trafficking instructions
- » Creative files, link URLs, and ALT text (if applicable)
- » 3rd Party tags used to track pre-roll impression and click through. Tags must be live at the time of submission to enable thorough testing before launch
- » Flash ads must be accompanied with backup GIF/JPG and click through URL must be provided for use in the event that the user's browser does not support Flash 6.0
- » Flash Files must be click tag enabled on release with `getURL(clickTAG, "_blank")`; The landing page URL will be passed as a parameter

Rejecting Creative: Snap reserves the right to reject any insertion, graphic, text description, or URL .

For Sales Inquiries: sales@snap.com
For Technical Inquiries: ads@snap.com