

Red Telefe

# RED VIACOM & RED TELEFE

Advertising Specifications

## Ad Specifications Guide

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## General Information

**\* Video must be provided in largest resolution possible within max weight limits.**

**\* All elements on Rising Stars Ad Package must be 3rd party hosted.**

**\* Our preferred 3rd party partner are Sizmek or DFA/In-Red Tags.**

**\* Campaign assets must be provided at least 48 hours prior to start date.**

**\* Rely on "Sites and Formats Availability" page for access to updated site list .**

**\* Red Viacom and Red Telefe does not accept SWF banners, only HTML5, static and/or video.**

**\*For ClickTag implementation please see the following guide for HTML5 .**

[https://support.google.com/dfp\\_premium/answer/7046799?hl=en](https://support.google.com/dfp_premium/answer/7046799?hl=en)

**Other resources can be found at:**

<http://www.html5clicktag.org/>



# DESKTOP AD PACKAGE

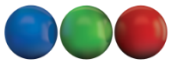
	RED VIACOM	RED TELLEFE	Creative Unit Name	Device Compatibility	Initial Dimensions (WxH in pixels) & Aspect Ratio	Maximum Expanded Dimensions (WxH in pixels) & Aspect Ratio	Max Initial File Load Size Allowance (See further HTML5 guidance in notes)	Subsequent Max Polite File Load Size	Supported Creative Types	Max Animation & Video Frame Rate	Max Animation & Video Length	3rd Party Serving (TAG)	3rd Party Tracking	Submission Lead-Time
Mobile Ad Package Desktop, Tablet, Mobile, App	*	*	Mobile Leaderboard	Mobile Web	320x50	Expansion not allowed for this unit	Static Image: 90kb HTML5: 300kb	N/A	JPG, GIF, PNG, HTML5	24 Frames per Second	N/A	YES	YES	Must be 3rd party hosted / Only HTML 5 / Preferred rich media partner: Sizmek / Tag must be provided 5 business days before campaign start
	*	*	Leaderboard for Tablet	Mobile Web	728x90	728x90 size expanding on tablet to 728x250	Static Image: 90kb HTML5: 300kb	2.2 MB unlimited if streaming video within the ad unit	JPG, GIF, PNG, HTML5		N/A	YES	YES	
	*	*	Square	Mobile Web	300x250	Expansion not allowed for this unit	Static Image: 90kb HTML5: 300kb	N/A	JPG, GIF, PNG, HTML5		N/A	YES	YES	
	*		Filmstrip	Mobile Web	320x50	Expands down: 320x480(Optional)	300kb	2.2 MB unlimited if streaming video within the ad unit	3rd Party Tag		Audio must be user-initiated. Default state is muted. If 320x480 contains video: Play, Pause, Mute controls must be included	YES	YES	
		*	Mobile Interstitial	Mobile Web/App	320x480; 768x1024	Expansion not allowed for this unit	Static Image: 90kb HTML5: 300kb	N/A	JPG, GIF, PNG, HTML5		N/A	YES	YES	

NOTE: 728x90, 970x90, 300x250, 300x600 formats on VIACOM SITES can be expanded. Implementation tag is required.

*	728x90 Expands down: 728x250 (Optional)
*	970x90 Expands down: 970x250 (Optional)
*	300x250 Expands left: 600x250 (Optional)
*	300x600 Expands left: 600x600 (Optional)

Help / Assistance	
<b>Requirements for third-party ad serving</b>	<a href="https://support.google.com/adwordspolicy/answer/94230?hl=en&amp;ref_topic=6089797&amp;vid=1-635784508820083166-2239217017">https://support.google.com/adwordspolicy/answer/94230?hl=en&amp;ref_topic=6089797&amp;vid=1-635784508820083166-2239217017</a>
<b>HTML5 requirements</b>	<a href="https://support.google.com/dfp_premium/answer/7046799?hl=en">https://support.google.com/dfp_premium/answer/7046799?hl=en</a>
<b>Google Web Designer</b>	<a href="https://www.google.com/webdesigner/">https://www.google.com/webdesigner/</a>

CLICK COUNTING IN HTML5 CREATIVES	
<pre>&lt;!DOCTYPE html&gt; &lt;html&gt; &lt;head&gt; &lt;meta name="ad.size" content="width=300,height=250"&gt; &lt;script type="text/javascript"&gt; var clickTag = "http://www.google.com"; &lt;/script&gt; &lt;/head&gt; [The rest of your creative code goes here.] &lt;/head&gt; &lt;body&gt; Make sure your creative uses the click tag variable as the click-through URL: &lt;a href="javascript:window.open(window.clickTag)"&gt; &lt;img src="images/dclk.png" border=0&gt; &lt;/a&gt; &lt;/body&gt; &lt;/html&gt;</pre>	



# MOBILE AD PACKAGE

	RED VIACOM	RED TELEFE	Creative Unit Name	Device Compatibility	Initial Dimensions (WxH in pixels) & Aspect Ratio	Maximum Expanded Dimensions (WxH in pixels) & Aspect Ratio	Max Initial File Load Size Allowance (See further HTML5 guidance in notes)	Subsequent Max Polite File Load Size	Supported Creative Types	Max Animation & Video Frame Rate	Max Animation & Video Length	3rd Party Serving (TAG)	3rd Party Tracking	Submission Lead-Time
Mobile Ad Package Desktop, Tablet, Mobile, App	*	*	Mobile Leaderboard	Mobile Web	320x50	Expansion not allowed for this unit	Static Image: 90kb HTML5: 300kb	N/A	JPG, GIF, PNG, HTML5	24 Frames per Second	N/A	YES	YES	Must be 3rd party hosted / Only HTML 5 / Preferred rich media partner: Sizmek / Tag must be provided 5 business days before campaign start
	*	*	Leaderboard for Tablet	Mobile Web	728x90	728x90 size expanding on tablet to 728x250	Static Image: 90kb HTML5: 300kb	2.2 MB unlimited if streaming video within the ad unit	JPG, GIF, PNG, HTML5		N/A	YES	YES	
	*	*	Square	Mobile Web	300x250	Expansion not allowed for this unit	Static Image: 90kb HTML5: 300kb	N/A	JPG, GIF, PNG, HTML5		N/A	YES	YES	
	*		Filmstrip	Mobile Web	320x50	Expands down: 320x480(Optional)	300kb	2.2 MB unlimited if streaming video within the ad unit	3rd Party Tag		Audio must be user-initiated. Default state is muted. If 320x480 contains video: Play, Pause, Mute controls must be included	YES	YES	
		*	Mobile Interstitial	Mobile Web/ App	320x480; 768x1024	Expansion not allowed for this unit	Static Image: 90kb HTML5: 300kb	N/A	JPG, GIF, PNG, HTML5		N/A	YES	YES	

## Help / Assistance

<b>Requirements for third-party ad serving</b>	<a href="https://support.google.com/adwordspolicy/answer/94230?hl=en&amp;ref_topic=6089797&amp;vid=1-635784508820083166-2239217017">https://support.google.com/adwordspolicy/answer/94230?hl=en&amp;ref_topic=6089797&amp;vid=1-635784508820083166-2239217017</a>
<b>HTML5 requirements</b>	<a href="https://support.google.com/dfp_premium/answer/7046799?hl=en">https://support.google.com/dfp_premium/answer/7046799?hl=en</a>
<b>Google Web Designer</b>	<a href="https://www.google.com/webdesigner/">https://www.google.com/webdesigner/</a>
<b>Filmstrip</b>	<a href="https://www.iab.com/wp-content/uploads/2014/04/IAB-Mobile-Filmstrip-Style-Guide-and-Tech-Specs.pdf">https://www.iab.com/wp-content/uploads/2014/04/IAB-Mobile-Filmstrip-Style-Guide-and-Tech-Specs.pdf</a>

## CLICK COUNTING IN HTML5 CREATIVES

```

<!DOCTYPE html>
<html>
<head>
<meta name="ad.size" content="width=300,height=250"> <script type="text/javascript">
var clickTag = "http://www.google.com"; </script> </head>
[The rest of your creative code goes here.] </head>
<body>
Make sure your creative uses the click tag variable as the click-through URL:
<a href="javascript:window.open(window.clickTag)"> 
</a>
</body>
</html>

```



# DESKTOP RICHMEDIA AD PACKAGE

	RED VIACOM	RED TELEFE	Creative Unit Name	Device Compatibility	Initial Dimensions (WxH in pixels) & Aspect Ratio	Maximum Expanded Dimensions (WxH in pixels) & Aspect Ratio	Max Initial File Load Size Allowance (See further HTML5 guidance in notes)	Subsequent Max Polite File Load Size	Max Animation & Video Frame Rate	Minimum Required Controls	Audio Initiation	Comments	3rd Party Serving (TAG)	3rd Party Tracking (Contadores)	Submission Lead-Time	
Rising Stars & Rich Media Ad Package Desktop, Tablet, Mobile, App			Layer w/video (over the page) DESKTOP ONLY	Desktop	780x360	Expansion not allowed for this unit	Video max 5Mb in mp4 format	2.2 MB unlimited if streaming video within the ad unit	Minimum 24 frames per second ----- 15 secs max (unlimited if user-initiated) ----- 1.1mb additional file size allowed for host-initiated video (unlimited if user-initiated video)	15 seconds or less (loops included), closes automatically if no interaction; unlimited with user interaction	Audio must be user-initiated. Default state is muted	Play, Pause, Mute controls must be included. Recommended video size 640x480, max bit rate 512kbps. Maximum duration for auto close 30 seconds Desktop only.	YES. Can be served as 3rd party tag, recommending the creative follows the same video specs as directly hosted	YES	Preferred rich media partner: Sizmek and/or DFP tag / Tag must be provided 5 business days before campaign start	
			Layer w/video (over the page)	Desktop	1000x640	Expansion not allowed for this unit	Video max 5Mb in mp4 format	2.2 MB unlimited if streaming video within the ad unit		15 seconds or less (loops included), closes automatically if no interaction; unlimited with user interaction	Audio must be user-initiated. Default state is muted	Play, Pause, Mute controls must be included. Recommended video size 640x480, max bit rate 512kbps. Maximum duration for auto close 30 seconds Desktop only.	YES. Can be served as 3rd party tag, recommending the creative follows the same video specs as directly hosted	NO		
			Layer (over the page)	Desktop	780x360	Expansion not allowed for this unit	Static Image: 90kb HTML5: 300 kb	N/A		15 seconds or less (loops included), closes automatically if no interaction; unlimited with user interaction	Audio must be user-initiated. Default state is muted	"Close X" button located at top-right of Layer . If layer contains video: Play, Pause, Mute controls must be included. VIACOM HAVE FRECUENCY CAP 1 PER DAY	YES	NO		
			Variable size Layer *3rd party tags	Desktop	Size varies from 300x300 up to 800x600	Expansion not allowed for this unit	Static Image: 90 kb HTML5: 300 kb	2.2 MB unlimited if streaming video within the ad unit		15 seconds or less (loops included), closes automatically if no interaction; unlimited with user interaction	Audio must be user-initiated. Default state is muted	"Close X" button located at top-right of Layer . If layer contains video: Play, Pause, Mute controls must be included. VIACOM HAVE FRECUENCY CAP 1 PER DAY	YES	NO		
			Pushdown	Desktop	970x90	970x250	Static Image: 90 kb HTML5: 300 kb	300 Kb		Close button on expanded version ----- Expand button on collapsed version ----- If video: Play, Pause, Mute controls must be added	Audio must be user-initiated. Default state is muted	TELEFE: Direct Hosted: Requires either the 2 images, one expanded (970x250) and the original (970x90). Each image size has a max size 90K and can be the following file formats JPG/GIF/PNG The functionality of this banner is to push the content that is below it (Pushdown). VIACOM: Only 3rd Party TAG	YES. Can be served using a 3rd party tag as long as it is iFrame friendly. Initial Load 90K (Image File) or 300k for HTML5 Subsequent Max Polite File Load Size: 300k	NO		
			Billboard	Desktop	970x250	Expansion not allowed for this unit	200kb	2.2 MB unlimited if streaming video within the ad unit						N/A		NO
			Slider	Desktop	970x90	970x550 (behind slider bar)	200kb	200kb						N/A		NO
			Sidekick	Desktop	300x250 / 300x600	850x500	200kb	300kb		N/A	NO					
			Filmstrip	Desktop	300x600	Expansion not allowed for this unit	Static Image: 100 kb HTML5: 200 kb	300kb	N/A	N/A	N/A	YES	NO			



<i>Style Guide and Detailed Technical Specifications</i>	
Pushdown	<a href="#"><u>Download Full Style Guide and Technical Specifications</u></a>
Billboard	<a href="#"><u>Download Full Style Guide and Technical Specifications</u></a>
Slider	<a href="#"><u>Download Full Style Guide and Technical Specifications</u></a>
Sidekick	<a href="#"><u>Download Full Style Guide and Technical Specifications</u></a>

<i>Help / Assistance</i>	
<b>Requirements for third-party ad serving</b>	<a href="https://support.google.com/adwordspolicy/answer/94230?hl=en&amp;ref_topic=6089797&amp;vid=1-635784508820083166-2239217017">https://support.google.com/adwordspolicy/answer/94230?hl=en&amp;ref_topic=6089797&amp;vid=1-635784508820083166-2239217017</a>
<b>HTML5 requirements</b>	<a href="https://support.google.com/dfp_premium/answer/7046799?hl=en">https://support.google.com/dfp_premium/answer/7046799?hl=en</a>
<b>Google Web Designer</b>	<a href="https://www.google.com/webdesigner/">https://www.google.com/webdesigner/</a>

<i>CLICK COUNTING IN HTML5 CREATIVES</i>
<pre> &lt;!DOCTYPE html&gt; &lt;html&gt; &lt;head&gt; &lt;meta name="ad.size" content="width=300,height=250"&gt; &lt;script type="text/javascript"&gt; var clickTag = "http://www.google.com"; &lt;/script&gt; &lt;/head&gt; [The rest of your creative code goes here.] &lt;/head&gt; &lt;body&gt; Make sure your creative uses the click tag variable as the click-through URL: &lt;a href="javascript:window.open(window.clickTag)"&gt; &lt;img src="images/dclk.png" border=0&gt; &lt;/a&gt; &lt;/body&gt; &lt;/html&gt; </pre>



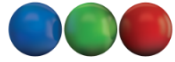
# VIDEO AD PACKAGE

	RED VIACOM	RED TELEFE	Creative Unit Name	Device Compatibility	Initial Dimensions / Aspect Ratio / Bit Rate	Max Initial File Load Size Allowance (See further HTML5 guidance in notes)	Max Animation & Video Frame Rate	Max Animation & Video Length	3rd Party Serving (TAG)	3rd Party Tracking (tracking pixels)	Other Considerations	Submission Lead-Time
Video Ad Package Desktop - Mobile - Tablet	*	*	In-Stream - Pre-Roll (Mid-Roll o Post-Roll)	Desktop, Tablet, Mobile	640x360 o 640x480 / Aspect Ratio: 16:9 or 4:3 Bit Rate: 512 - 800kbps	5 MB - H.264 (MP4)	24 - 30 Frames per Second	If Standard Video/ VAST/VPAID: 30 seconds or less	YES	YES. Can be served as 3rd party tag, recommending the creative follows the same video specs as directly hosted.	<b>Tag must be secure: HTTPS</b>	72 business hours

**ALLOWED** VPAID (\*ONLY WORKS IN DESKTOP) VAST

Youtube video Ad Package Desktop - Mobile - Tablet	*		In-Stream - Pre-Roll (Mid-Roll o Post-Roll)	Desktop, Tablet, Mobile	640x360 (16:9) or 480x360 (4:3) recommended 16:9 or 4:3 aspect ratios - Bitrate: max 1000kbps	5 MB - H.264 (MP4)	24 - 30 Frames per Second	<b>15 seconds max</b>	YES	YES	<b>Tag must be secure: HTTPS</b>	72 business hours
	*		In-Stream - Pre-Roll w/ Skip Button (Select)	Desktop, Tablet, Mobile	640x360 (16:9) or 480x360 (4:3) recommended 16:9 or 4:3 aspect ratios - Bitrate: max 1000kbps	Recommended max 5MB H.264 (MP4)	24 - 30 Frames per Second	<b>Recommended max 60 seconds</b>	YES	YES	<b>Tag must be secure: HTTPS</b>	72 business hours

**For your reference:**  
**YT overview of ads:**  
 Non-skip booked in DFP ad-specs - <https://support.google.com/displayspecs/answer/6244563>  
 General skip ad-specs: [https://support.google.com/displayspecs/answer/6055025?hl=en&ref\\_topic=4588474](https://support.google.com/displayspecs/answer/6055025?hl=en&ref_topic=4588474)



## RED VIACOM: TAKEOVER AD PACKAGE

	Creative Unit Name	Device Compatibility	Elements that make up Creative Unit	Website Takeover Serves	Skin Template	Allowed Elements in Skin	Suggested Elements within Skin	Rejected Elements
Takeover Ad Package Desktop	Home Page Takeover	Desktop	728x90* + 300x250* + Skin	Mtv LA / BR Home Page and/or Internal Sections	<a href="#">Download Skin Template here</a>	Logo / Claim/ Slogan / Colors / Patterns / Gradients	Product Shots / Other Branding Elements	Animated Skins / Prices and text (this information usually goes in corresponding banners), Skin works serves as complement
	Home Page Takeover	Desktop	728x90* + 300x250* + Skin	Mundonick LA / BR Home Page and/or Internal Sections	<a href="#">Download Skin Template here</a>			
	Home Page Takeover	Desktop	728x90* + 300x250* + Skin	ComedyCentral LA / BR Home Page and/or Internal Sections	<a href="#">Download Skin Template here</a>			

\*For 728x90 and 300x250 please follow Ad Specifications of "Standard Ad Package"

**IMPORTANT: In case you want to run a skin within an unlisted site and/or section, please contact Red Viacom Ad Ops for technical availability.**

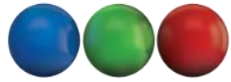
**OTHER INSTRUCTIONS: In order to avoid implementation delays, approved skins must be submitted 5 days prior to launch date.**

## RED VIACOM: PLAY-PLEX APPS

Advertising Specifications

	Creative Unit Name	Specification 1	Specification 2	Functionality
Play-Plex Apps	Video Roll (NickPlay, MTVPlay; CCPlay)	Please follow Ad Specifications of "Video Ad Package" unit.	-	-
	300x250 w/video in APP	Please follow Ad Specifications of "Standard Ad Package" unit.	-	-

# SITES AND FORMAT AVAILABILITY



Size (px.)	Desktop Ad Package					Desktop Rich Media Ad Package						Video Ad Package			Mobile Ad Package			
	Leaderboard	Billboard	Super Leaderboard	Square	Half Page	Pushdown/Megaexpandible	Site event: Takeover	Interstitial/Interstitial w video	Preview/Preview w video	Video Banner	Filmstrip	Preroll	Mid roll	Postroll	Mobile Leaderboard*	Super Banner for Tablet	Square	Mobile Interstitial Smartphone
	728x90	970x250	970x90	300x250	300x600	970x90 expandible	Telefe: 970x250 residual/780x360 layer TelefeNoticias: 300x600 residual/780x360 layer	780x360	780x360	300x250	300x600	ratio 16:9	ratio 16:9	ratio 16:9	320x50	728x90	300x250	320x480
<b>TELEFE.COM</b>																		
Home	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				Yes	Yes	Yes	Yes
Ros	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>TELEFE.COM/ SITIOS INTERIOR*</b>																		
Canal 11 Salta				Yes					Yes	Yes		Yes					Yes	
Canal 8 Rosario				Yes					Yes	Yes		Yes					Yes	
Canal 9 Bahía Blanca				Yes					Yes	Yes		Yes					Yes	
Canal 8 Tucumán				Yes					Yes	Yes		Yes					Yes	
Teleocho Córdoba				Yes					Yes	Yes		Yes					Yes	
Canal 13 Santa Fé				Yes					Yes	Yes		Yes					Yes	
Canal 7 Neuquén				Yes					Yes	Yes		Yes					Yes	
Canal 5 Rosario				Yes					Yes	Yes		Yes					Yes	
<b>TELEFE NOTICIAS</b>																		
Home	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes
Ros	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes
<b>Play Apps</b>																		
App Telefe												Yes	Yes		Yes	Yes		Yes
App Telefe Noticias												Yes	Yes		Yes	Yes	Yes	Yes

\* Desktop Full Page Layer: 1 impression per user / day  
 \*\* The ad must expand from a regular ad slot. Floating formats are not allowed on mobile devices.

- |                              |   |
|------------------------------|---|
| <i>Sitios Interior</i>       | <i>Urls</i>   |
| <i>Canal 11 Salta</i>        | <a href="http://telefe.com/canal11salta/">http://telefe.com/canal11salta/</a>             |
| <i>Canal 8 Mar del Plata</i> | <a href="http://telefe.com/canal8mardelplata/">http://telefe.com/canal8mardelplata/</a>   |
| <i>Canal 9 Bahía Blanca</i>  | <a href="http://telefe.com/canal9bahiaablanca/">http://telefe.com/canal9bahiaablanca/</a> |
| <i>Canal 8 Tucumán</i>       | <a href="http://telefe.com/canal8tucuman/">http://telefe.com/canal8tucuman/</a>           |
| <i>Teleocho Córdoba</i>      | <a href="http://telefe.com/canal8cordoba/">http://telefe.com/canal8cordoba/</a>           |
| <i>Canal 13 Santa Fé</i>     | <a href="http://telefe.com/canal13santafe/">http://telefe.com/canal13santafe/</a>         |
| <i>Canal 7 Neuquén</i>       | <a href="http://telefe.com/canal7neuquen/">http://telefe.com/canal7neuquen/</a>           |
| <i>Canal 5 Rosario</i>       | <a href="http://telefe.com/canal5rosario/">http://telefe.com/canal5rosario/</a>           |



