

Ad Specs

Guidelines & Policies

Dec. 2018



softonic

DISPLAY ADVERTISING CREATIVE FORMATS GUIDELINES

QUICK REFERENCE GUIDE

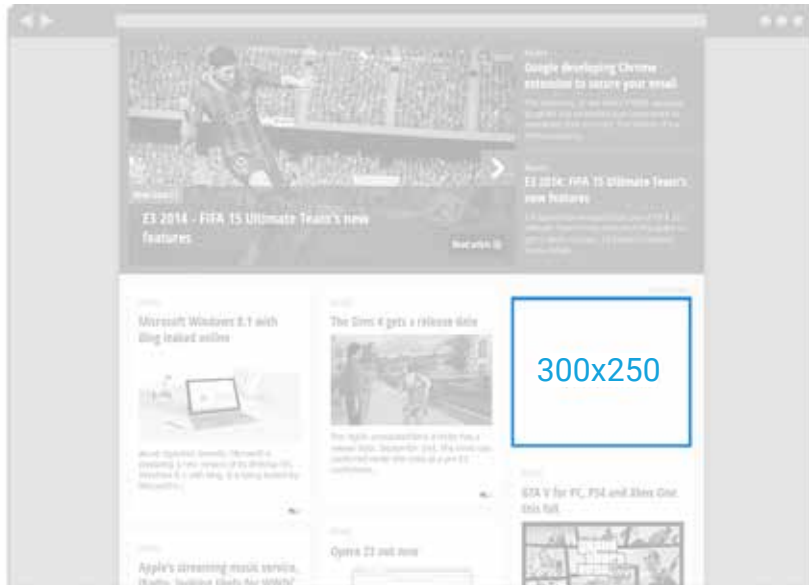
General Ad Requirements (Apply to all ads):

- **Audio:** Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.
- **Defining ad space:** Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).



DISPLAY ADVERTISING CREATIVE FORMATS

STANDARD FORMATS



Medium Rectangle
MPU 300x250

- Creative Unit Name:
Medium Rectangle

- Initial Dimensions (WxH in pixels):
300x250

- Maximum Expanded Dimensions (WxH in pixels):
Expansion not allowed for this unit

- Max Initial File Load Size:
Less than 100 KB

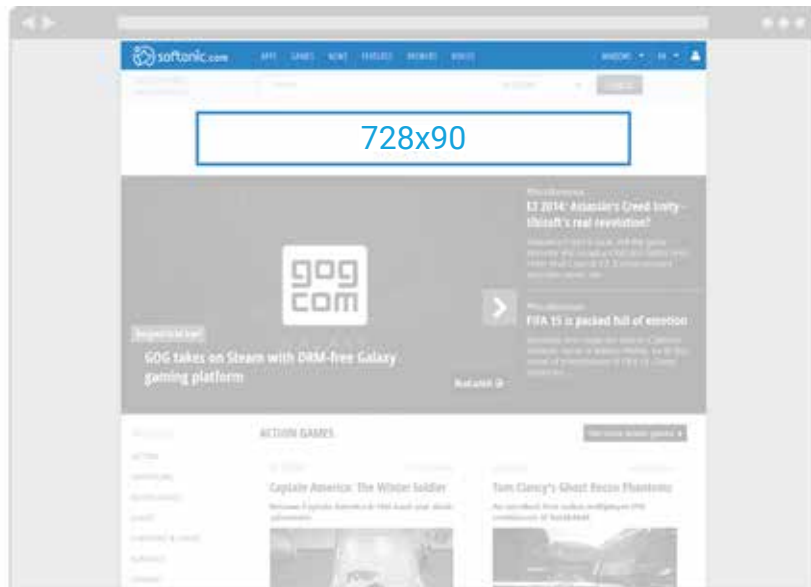
- Host-initiated Subload:
Not allowed for this unit

- Animation/Video Guidelines:
15 sec max animation length. Video not allowed for this unit.
See "In-Banner Video" & Rich Media units section.

- Unit-Specific Notes:
-

DISPLAY ADVERTISING CREATIVE FORMATS

STANDARD FORMATS



Leaderboard 728x90

- Creative Unit Name:
Leaderboard

- Initial Dimensions (WxH in pixels):
728x90

- Maximum Expanded Dimensions (WxH in pixels):
Expansion not allowed for this unit

- Max Initial File Load Size:
Less than 100 KB

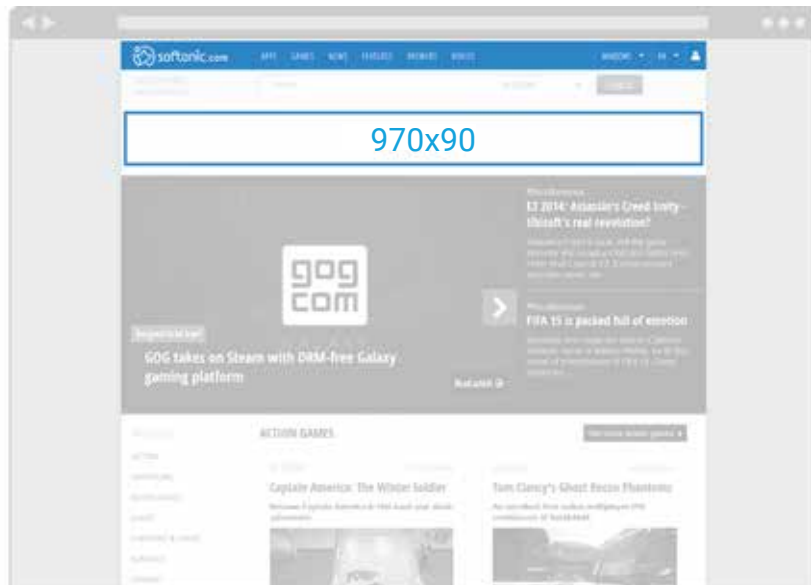
- Host-initiated Subload:
Not allowed for this unit

- Animation/Video Guidelines:
15 sec max animation length. Video not allowed for this unit.
See "In-Banner Video" & Rich Media units section.

- Unit-Specific Notes:
-

DISPLAY ADVERTISING CREATIVE FORMATS

STANDARD FORMATS



Super Leaderboard 970x90

- Creative Unit Name:
Super Leaderboard

- Initial Dimensions (WxH in pixels):
970x250 / 970x90

- Maximum Expanded Dimensions (WxH in pixels):
Expansion not allowed for this unit

- Max Initial File Load Size:
Less than 100 KB

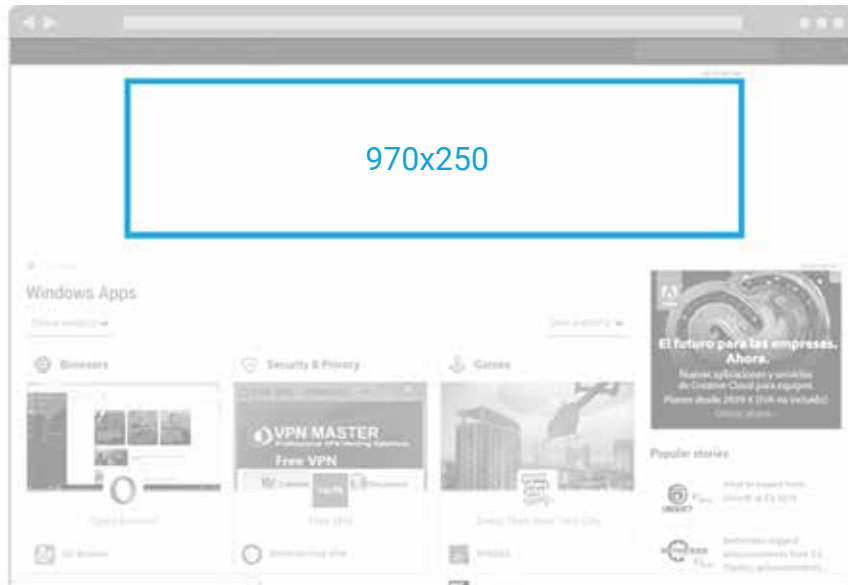
- Host-initiated Subload:
Not allowed for this unit

- Animation/Video Guidelines:
15 sec max animation length.
See "In-Banner Video" & Rich Media units section.

- Unit-Specific Notes:
-

DISPLAY ADVERTISING CREATIVE FORMATS

STANDARD FORMATS



Billboard 970x250

- Creative Unit Name:
Billboard

- Initial Dimensions (WxH in pixels):
970x250

- Maximum Expanded Dimensions (WxH in pixels):
Expansion not applicable for this unit

- Max Initial File Load Size:
Less than 100 KB

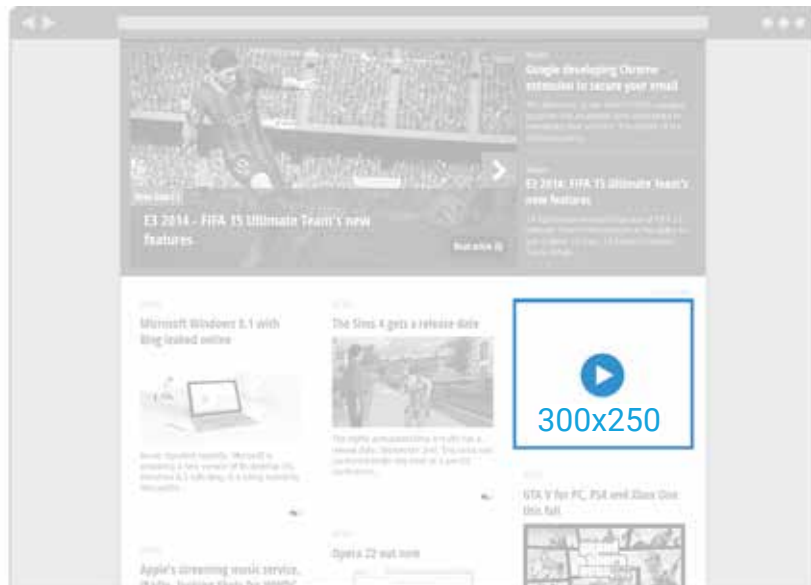
- Host-initiated Subload:
Not allowed for this unit

- Animation/Video Guidelines:
15 sec max animation length.
See "In-Banner Video" & Rich Media units section.

- Unit-Specific Notes:
Formats for this banner: JPG, GIF, Redirect

DISPLAY ADVERTISING CREATIVE FORMATS

RICH MEDIA AD



In-banner Video MPU 300x250

- Creative Unit Name:
In-Banner Video

- Initial Dimensions (WxH in pixels):
300x250

- Maximum Expanded Dimensions (WxH in pixels):
Expansion not allowed for this unit

- Max Initial File Load Size:
Less than 100 KB

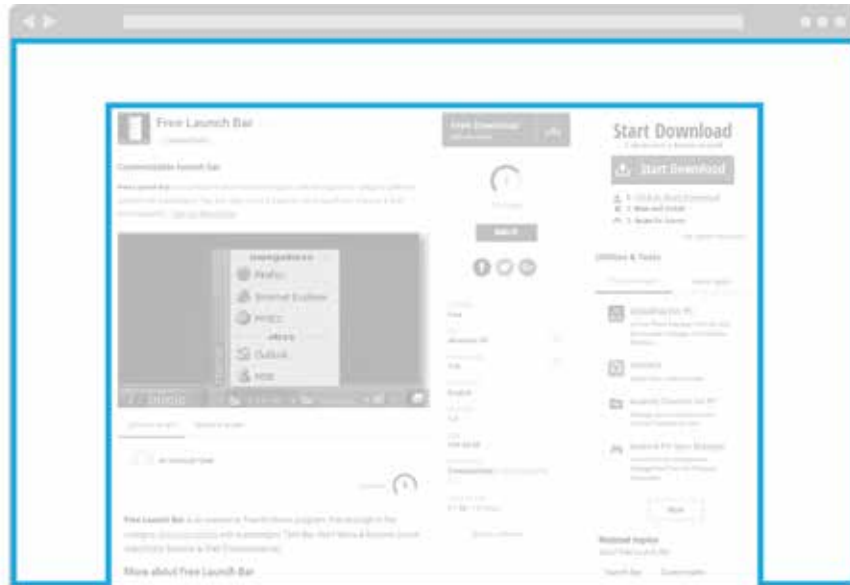
- Host-initiated Subload:
100 KB

- Animation/Video Guidelines:
Minimum 24 fps for video. 15 sec max length (unlimited user-initiated). 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

- Unit-Specific Notes:
-

DISPLAY ADVERTISING CREATIVE FORMATS

RICH MEDIA AD



Skin Rich Media 1030

- Creative Unit Name:
Skin rich media

- Initial Dimensions (WxH in pixels):
1030 px blank width

- Maximum Expanded Dimensions (WxH in pixels):
Expansion must be user-initiated

- Max Initial File Load Size:
Less than 100 KB

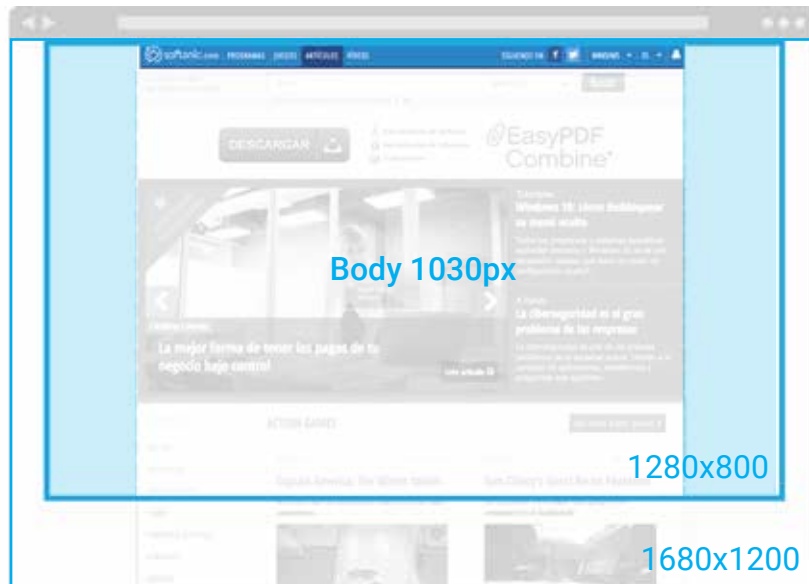
- Host-initiated Subload:
300 KB

- Animation/Video Guidelines:
15 sec max animation length.
See "In-Banner Video" & Rich Media units section.

- Unit-Specific Notes:
Autoplay but muted
Formats for this banner: JPG, GIF, Redirect

DISPLAY ADVERTISING CREATIVE FORMATS

OUT OF PAGE



Wallpaper 1680x1200*

- Creative Unit Name:

Wallpaper

- File Dimensions (WxH in pixels):

1680x1200

- Maximum Relevant Content Dimensions (WxH in pixels):

1280x800

- Max Initial File Load Size:

Less than 100 KB

- Host-initiated Subload:

Not allowed for this unit

- Unit-Specific Notes:

In order to facilitate viewing the content on different screen resolutions, all relevant information should be limited to the internal blue box.

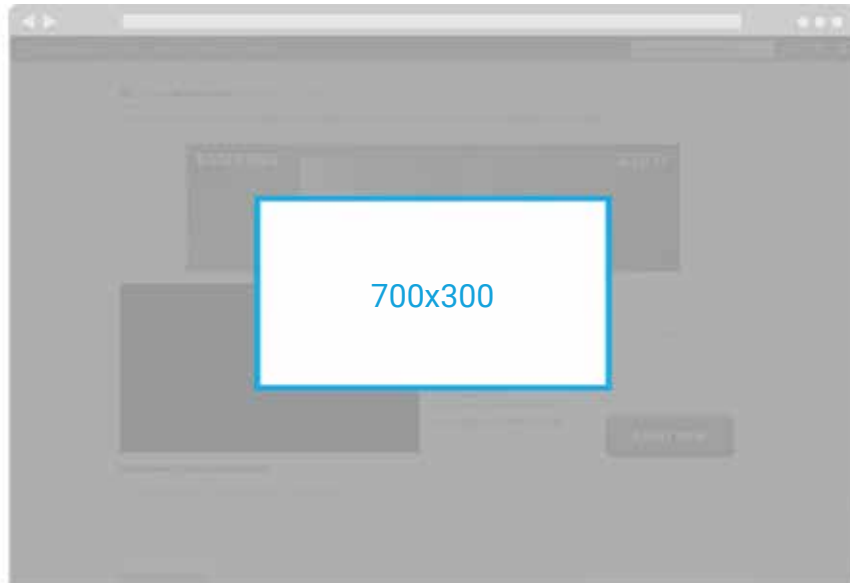
- Unit-Specific Notes:

Formats for this banner: JPG, PNG

*Ask to our sales team if you need a .psd template.

DISPLAY ADVERTISING CREATIVE FORMATS

OUT OF PAGE



Exit Intent 700x300

- Creative Unit Name:
Exit Intent

- Initial Dimensions (WxH in pixels):
700x300

- Maximum Expanded Dimensions (WxH in pixels):
Expansion not allowed for this unit

- Max Initial File Load Size:
Less than 100 KB

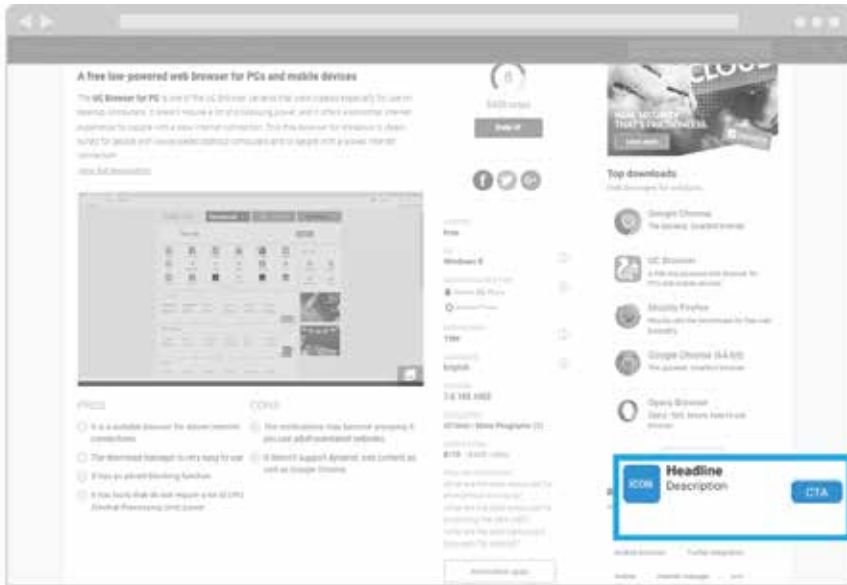
- Host-initiated Subload:
Not allowed for this unit

- Animation/Video Guidelines:
15 sec max animation length.
See "In-Banner Video" & Rich Media units section.

- Unit-Specific Notes:
Formats for this banner: JPG, GIF

DISPLAY ADVERTISING CREATIVE FORMATS

OUT OF PAGE



Slide In

• Creative Unit Name:
Slide in

• Logo:
50x50

• Title:
25 characters max

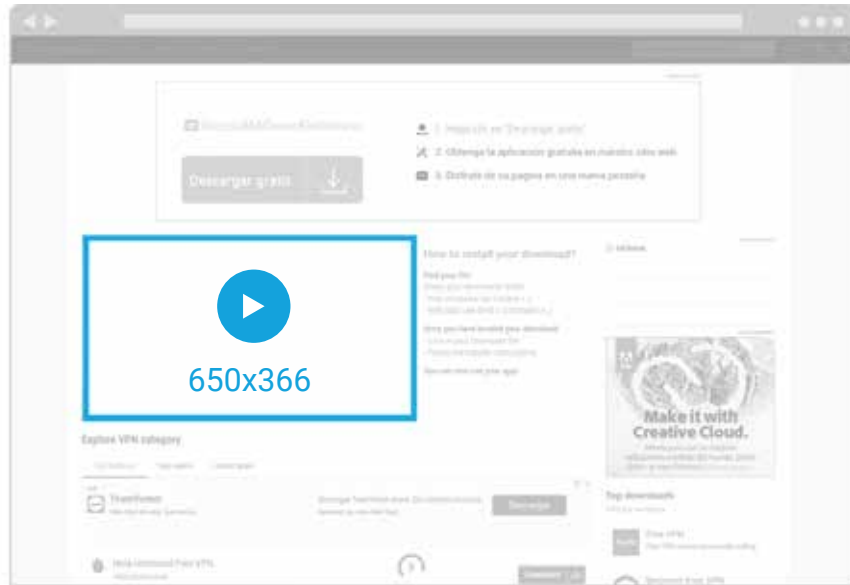
• Description:
120 characters max

• Call to action:
Visit website or Download

• URL:
Tracking URL or Click command

DISPLAY ADVERTISING CREATIVE FORMATS

VIDEO INSTREAM



Video Instream 650x366

- Creative Unit Name:
Video Instream

- Resolution (WxH in pixels):
650x366

- Maximum Expanded Dimensions (WxH in pixels):
Expansion not allowed for this unit

- Max Initial File Load Size:
50Mb max.

- Redirect:
3rd party ad server redirects must follow the video Ad serving Template, must be secured (https://)

- Duration:
Up to 30s or Skippable

- Unit-Specific Notes:
Autoplay but muted
Fill ratio accepted 75% min
Accepts VAST (up to 3.0) / VPAID (2.0) / VMAP tags.

DISPLAY ADVERTISING CREATIVE FORMATS

NATIVE AD



Notification Bar

- Creative Unit Name:
Notification Bar

- Description (product name):
120 characters max

- Call to action:
15 characters max

- URL:
Tracking URL or Click command

DISPLAY ADVERTISING CREATIVE FORMATS

NATIVE AD



Native Standard

- Creative Unit Name:
Native standard

- Logo:
50x50

- Title:
25 characters max

- Description:
120 characters max

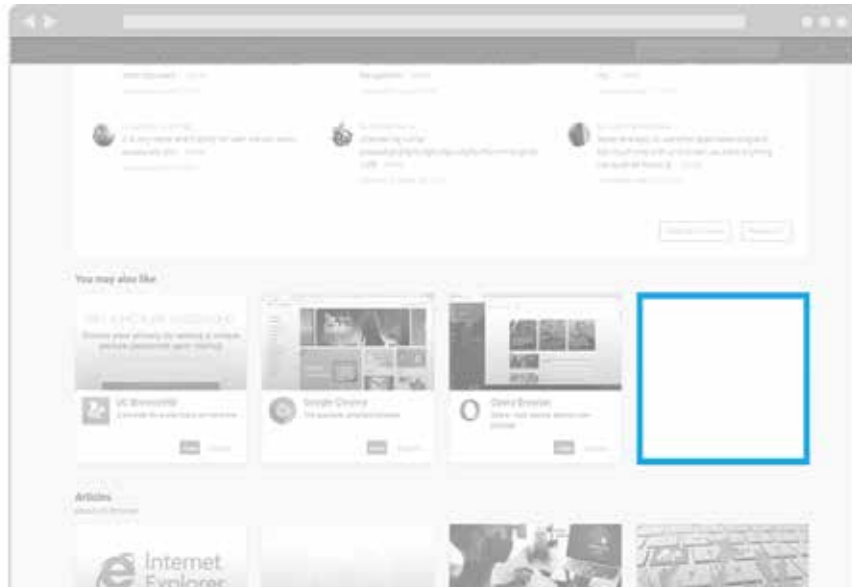
- Type of license:
Has to be Free or Trial version

- Call to action:
Visit website or Download

- URL:
Tracking URL or Click command

DISPLAY ADVERTISING CREATIVE FORMATS

NATIVE AD



Related Ads

- Creative Unit Name:

Related Ads

- Image:

16:9 (not download button)

- Logo:

50x50

- Title:

25 characters max

- Description:

120 characters max

- Call to action:

Visit website or Download

- URL:

Tracking URL or Click command

MOBILE ADVERTISING CREATIVE FORMATS GUIDELINES

QUICK REFERENCE GUIDE

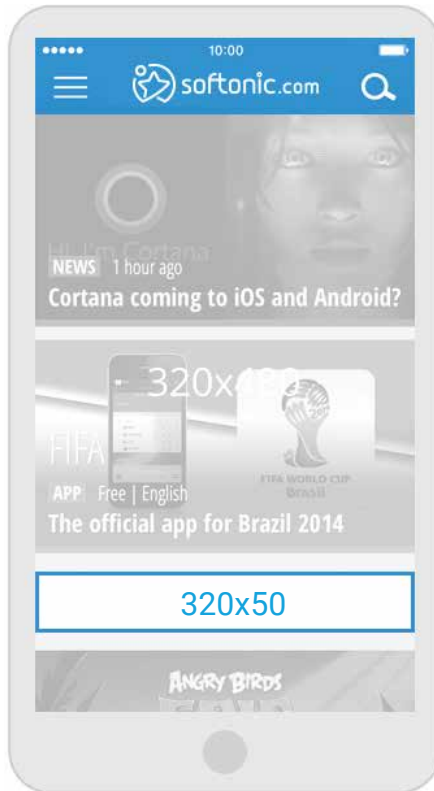
General Ad Requirements (Apply to all mobile ads):

- **Audio:** Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.
- **Defining ad space:** Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).



MOBILE ADVERTISING CREATIVE FORMATS

MOBILE ADS



Mobile Leaderboard
320x50

- Creative Unit Name:
Smartphone Leaderboard Banner

- Initial Dimensions (WxH in pixels):
320x50

- Maximum Expanded Dimensions (WxH in pixels):
Expansion not allowed for this unit

- Max Initial File Load Size:
50 KB

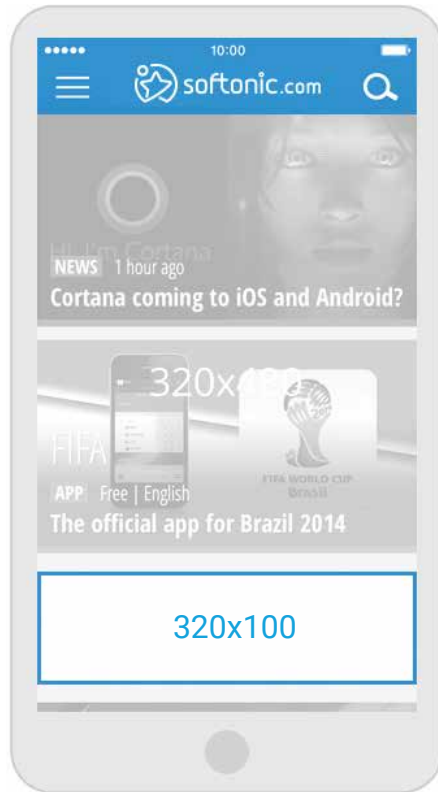
- Host-initiated Subload:
Not allowed for this unit

- Animation/Video Guidelines:
15 sec max animation length. Video not allowed for this unit.
See "In-Banner Video" & Rich Media units section for video.

- Unit-Specific Notes:
-

MOBILE ADVERTISING CREATIVE FORMATS

MOBILE ADS



Mobile Leaderboard
320x100

- Creative Unit Name:
Mobile Leaderboard

- Initial Dimensions (WxH in pixels):
320x100

- Maximum Expanded Dimensions (WxH in pixels):
Expansion not allowed for this unit

- Max Initial File Load Size:
Less than 100 kb

- Host-initiated Subload:
Not allowed for this unit

- Animation/Video Guidelines:
N/A

- Unit-Specific Notes:
Formats for this banner: JPG, GIF, Redirect

MOBILE ADVERTISING CREATIVE FORMATS

MOBILE ADS



Mobile Medium Rectangle MPU
300x250

- Creative Unit Name:
Smartphone medium rectangle

- Initial Dimensions (WxH in pixels):
300x250

- Maximum Expanded Dimensions (WxH in pixels):
Expansion not allowed for this unit

- Max Initial File Load Size:
50 KB

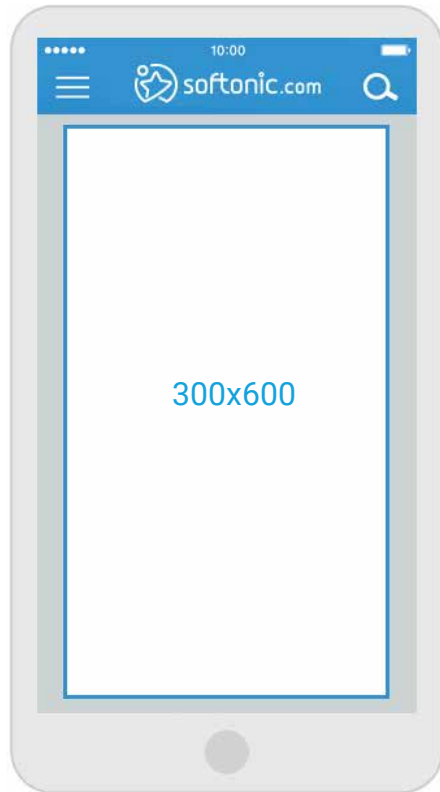
- Host-initiated Subload:
Not allowed for this unit

- Animation/Video Guidelines:
15 sec max animation length. Video not allowed for this unit.
See "In-Banner Video" & Rich Media units section for video.

- Unit-Specific Notes:
-

MOBILE ADVERTISING CREATIVE FORMATS

MOBILE ADS



Medium rectangle
300x600

- Creative Unit Name:
Medium rectangle

- Initial Dimensions (WxH in pixels):
300x600

- Maximum Expanded Dimensions (WxH in pixels):
Expansion not allowed for this unit

- Max Initial File Load Size:
Less than 100 kb

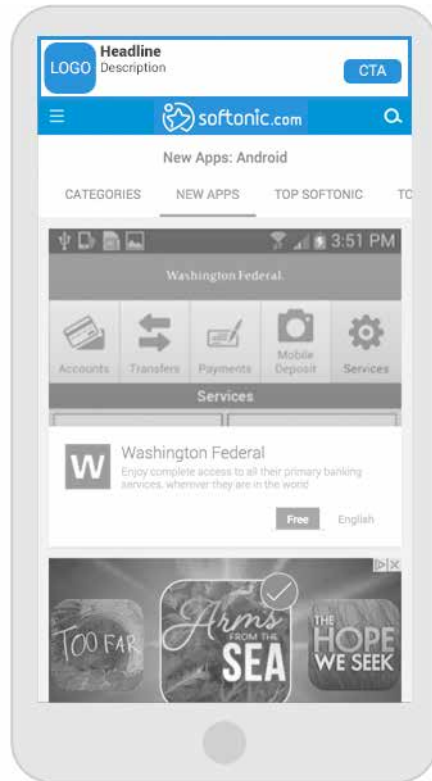
- Host-initiated Subload:
Not allowed for this unit

- Animation/Video Guidelines:
N/A

- Unit-Specific Notes:
Formats for this banner: JPG, GIF, Redirect

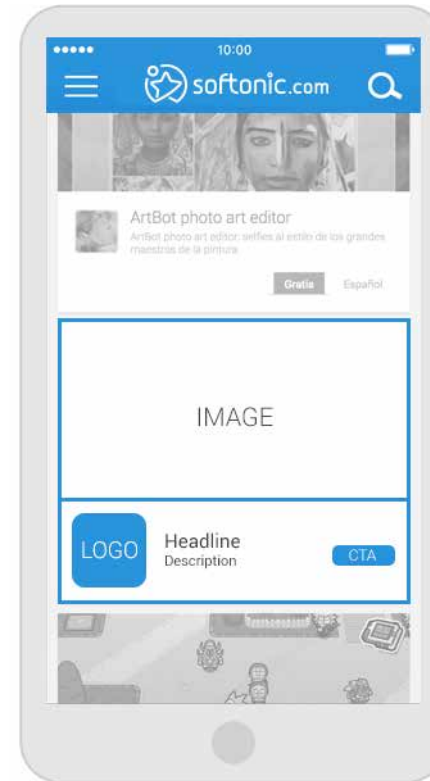
MOBILE ADVERTISING CREATIVE FORMATS

MOBILE NATIVE ADS



Top Banner

Height: 64px , Width:100%



In-Feed

Height: 320px , Width:100%*

*Adaptable width with a 20px padding on each side

MOBILE ADVERTISING CREATIVE FORMATS

MOBILE NATIVE ADS

• Field	• Description	• Always included?	• Required to be displayed?	• May truncate after *	• Formats
Headline	Primary headline text (e.g., app title).	Yes	Required	25 characters	Top Banner, In-Feed
Image	Large, primary image.	Yes	Recommended	NA	Top Banner, In-Feed
Body	Secondary body text (e.g., app description).	Yes	Recommended	90 characters	Top Banner, In-Feed
App icon	Small app store image.	Yes	Required	NA	Top Banner, In-Feed
Call to action	Button or text field that encourages user to take action (e.g., Install).	Yes	Required (may display an app download icon instead of button or text)	15 characters	Top Banner, In-Feed
Star rating	Rating from 0-5 that represents the average rating of the app in a store.	No	Recommended	NA	In-Feed
Store	The app store where the user downloads the app.	No	Recommended	15 characters	In-Feed
Price	Cost of the app.	No	Recommended	15 characters	In-Feed

* "May truncate after" means that publishers cannot truncate the text limit to be less than the stated value. For example, a "May truncate after" value of 25 for headlines indicates that the publisher can't set a limit of less than 25 characters for headlines, but they can set a higher limit if desired. Publishers can truncate the text to the stated value (or longer) in this column and add '...' or another text treatment to indicate when a value has been truncated.

DISPLAY ADVERTISING POLICIES

This policy document applies to all the display banners advertised on the Softonic websites as well as Softonic's other proprietary pages. It relates to how the banner is displayed, the actions it triggers, and the legal aspects related to the collection and handling of user data.



Sexual and adult content

- Advertisements that refer to pornography or erotic advertising (sex shops, erotic blogs, webcams, etc.) of any type are not permitted.

Pharmaceutical products

- Advertising of legally available pharmaceutical products in the country in which the banner is displayed is permitted provided that the banner directs a user to a URL of the webpage of the manufacturer or brand.

Illegal substances, steroids and miracle products

- Advertising of illegal substances of any type or products to increase body mass, whether they are anabolic steroids or not, is not permitted.

Violence or discrimination

- Any advertising that incites violence or is related to, or encourages, opinions about race, ethnicity, national origin, religion, disabilities, gender, age or sexual orientation is strictly forbidden.

Piracy

- Advertising of websites that promote software or music piracy, modchips, mobile unlocking, etc. is not permitted.

Prostitution and escorts

- Any type of advertising associated with prostitution or escort services is not permitted.

Tobacco

- Advertising for tobacco brands or promotions associated with such brands is not permitted.

Software download

- Advertising for websites that offer software downloads is not permitted.

Mobile content

- Advertising of mobile content (wallpapers, tones, smileys) is not permitted if the price of the download is not clearly disclosed.
- Softonic reserves the right to approve the campaign based on the quality of the banner.

Software developers

- Campaigns by software developers promoting the download or sale of their programs are permitted, such to approval by Softonic. However, campaigns for software that contains malware, spyware or other tracking elements are not permitted.

GENERAL DISPLAY ADVERTISING GUIDELINES

These display advertising guidelines apply to all the display banners advertised on the Softonic websites as well as Softonic's other proprietary pages. It relates to how the banner is displayed, the actions it triggers, and the legal aspects related to the collection and handling of user data.



Audio

- Available on user click only. Off by default.
- Audio mute button control required.

Video

- Video duration: 30 seconds max. Replay allowed with user initiation.
- Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control).
- Companion audio may be included with video (see audio specs above).

Animation

- Animation is limited to 15 seconds maximum duration.
- Unlimited looping within 15 seconds maximum duration.

Close button

- Required. Floating or Expanding Panels must contain a static, persistent and functional 'close' button to allow users to close the floating or expanded portion of the ad.
- "Close" and graphical "X". Font Size must be 8pt (11px) – 16pt (21px) on expanded or floating panel, "Expand" on collapsed panel.

Auto-initiated expansion formats

- Panel auto expands immersing the user in a full brand experience for 7 seconds before retracting back to inpage standard unit unless the user interacts with it.
- Requires close X button (see above).
- Audio must stop when the expansion panel is closed.

Labeling Requirements

- 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) and framed within 1px border width.
- The banner must clearly identify the advertiser and/or the product and/or the service advertised.

Pop-ups and pop-unders

- Pop-ups and pop-unders are **NOT permitted**.

Data Collection

- Softonic permits advertisers to collect user-provided personal information (for example, through web forms embedded in ads).
- Advertisers may be required to modify ad units or provide additional disclosure in order to be acceptable for advertising on Softonic sites.
- Advertisers wishing to collect personal information (according to specifications above) within advertisements must follow these guidelines.
- Clearly identify organization.
- Provide link to privacy policy (usually adjacent to the web form's "submit" button).
- Identify purpose for collecting information.

Landing Pages

- The offer in the creative must be present above the fold on the initial landing page and must be consistent with the creative messaging.
- Landing page(s) must be live for content review 48 hours prior to campaign launch. If the event runs over a weekend or on a Monday, the landing page(s) must be live by 12pm Pacific Time the Friday prior to launch.

Click-through URL

- Please submit all applicable click-through URLs and 3rd party tracking you wish to be implemented in the creative.

Lead time

- Standard Ads: Please submit all creative design and video assets 3 business days prior to expected launch date.
- Rich Media Ads: Please submit all creative design and video assets 5 business days prior to expected launch date.

Tags

- Tags must be in HTTPS (secured).

Not allowed

- Ads that are misleading in anyway (specifically within creative messaging/offers/promotions etc...).
- Inappropriate graphics: included but not limited to graphic images which generate an adverse emotional response from users (i.e., overly graphic medical conditions/images, images of distressed animals or humans), or overexposure to nudity (i.e., swimsuits, sports bras).
- Rapidly flashing images/multiple flashing images (no more than 2 flashing images at the same time).
- Ads that cover drop downs from the navigation bar and Bing search bar.
- Ads may NOT resemble Windows error messages or actionable site navigation buttons that may confuse users.
- Ads may NOT appear to make the page look broken or as if something is not working on a web page.
- Ads may NOT utilize “Focus” commands to make the ad the active window when the creative loads (i.e. automatically entering the cursor into the creative and/or inserting the I-beam cursor into an editable

text field in the creative).

- Ads may NOT utilize fake “Close” buttons. Close buttons must function.
- Ads may NOT utilize “mouse trapping,” whereby the advertiser does not allow use of the back button and traps users on their site.
- Ads may NOT contain copy that is misleading or inaccurate.
- Search boxes, navigation buttons, action buttons and/or drop-down menus that do not actually function.
- Mimicking of operating system dialogue messages, functions or alerts.
- Alarming, aggressive or excessive wording and/or punctuation.
- Misleading or inaccurate copy.
- The appearance of a non-working webpage or problems in computer’s functions or plug-ins.
- Mimicking of Softonic’s content and/or website style.
- Use of links or landing pages that automatically trigger a download.
- Use of landing pages that do not allow the user to leave the site or which make it unreasonably difficult to do so.
- Softonic’s own download icon is NOT permitted.
- The use of Century Gothic and Arial fonts is NOT permitted.
- The Softonic rating style and the Softonic Users’ rating style is NOT permitted.
- The use of Softonic’s logo or copyrighted materials must be submitted to, and pre-approved by, Softonic in writing.
- The use of Softonic Editors’ rating must be previously approved by Softonic in writing, and the use of outdated ratings is not permitted.
- The use of Softonic Users’ rating must be previously approved by Softonic in writing, and the use of outdated ratings is not permitted.

Softonic Copyright

- The use of Softonic’s logo or copyrighted materials must be submitted to, and pre-approved by, Softonic in writing.

- The use of Softonic Editors' rating must be previously approved by Softonic in writing, and the use of out-dated ratings is not permitted.
- The use of Softonic Users' rating must be previously approved by Softonic in writing, and the use of out-dated ratings is not permitted.

User Privacy

If the advertisement requires the user to provide any type of personally identifiable information, the following applies:

1. There must be a clear presentation of how the information collected is going to be used and stored in a privacy policy.
2. None of the information collected can be shared with a third party without explicit consent from the user.
3. Any follow-up communication to the user based on the collected personal information must contain an option for the user to opt-out.
4. The advertiser must comply with relevant local privacy laws and seek the user's consent for the storage and user of such information.

Softonic's Final Approval:

- All banners and campaigns are subject to the final approval of Softonic. Softonic reserves the right to reject any campaign or creative material that it considers, in its sole discretion, to infringe its policies, or damages its image or interests.
- Softonic reserves the right to remove, without previous notice, any advertisement considered harmful to its users or the website's image.



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