

RealClear Politics

General Guidelines

- RealClearPolitics accepts HTML5 and rich media advertising.
- All sound in ads must be click initiated. Default audio must be muted.
- All ads must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders).
- All expandable ads must be third party served.
- All expandable ads must have a close button with clearly defined, "Close" or "X".
- All locally served ads require a click-through URL and one of the following file types: (1) PNG, (2) GIF, or (3) JPEG. Please see the advertising specifications for more details.

Display Ad Unit Specs						
Ad Type	Dimensions	Format	File Size	Animation	Serving Options	Additional Guidelines
Leaderboard	728 x 90	GIF JPEG Static	150 KB	Up to 30 seconds	Third party or site served	IAB Display Guidelines (UAP)
Window	300 x 250	GIF JPEG Static	150 KB	Up to 30 seconds	Third party or site served	IAB Display Guidelines (UAP)
Large Window	300 x 600	GIF JPEG Static	200 KB	Up to 30 seconds	Third party or site served	IAB Display Guidelines (Other Ad Units)
Pre-roll Video	640x480 preferred; 400x300 minimum	VAST	30 MB; 15 or 30 seconds max	Yes	Third party or site served	IAB Digital Video Guidelines

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Display Rising Star Ad Unit Specs							
Ad Type	Dimensions	Format	File Size	Video File Size (Streaming)	Animation	Serving Options	Additional Guidelines
Super Leaderboard	970 x 90 (Expandable downwards to 970 x 250)	GIF JPEG Static	200 KB initial	1.5 MB	Up to 15 seconds	Third party or site served	IAB Display Guidelines (Other Ad Units)
		HTML5	200 KB initial 300 KB subload	1.5 MB		Third party	
Billboard	970 x 250 when expanded (970 x 90 when retracted)	GIF JPEG Static	200 KB initial	2 MB	Up to 15 seconds	Third party or site served	IAB Billboard Style Guide
		HTML5	200 KB initial 400 KB subload	2 MB		Third party	
Portrait	300x1050	GIF JPEG Static	200 KB initial	1.5 MB	Up to 15 seconds	Third party or site served	IAB Portrait Style Guide

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Newsletter Sponsorships							
Ad Type	Dimensions	Format	File Size	Video File Size	Animation	Serving Options	Newsletters
Text (Character limits do not include spaces)	Advertiser Name <u>First ad:</u> 160 characters <u>Second ad:</u> 300 characters	Text & click-through URL	N/A	N/A	N/A	Site served; unique URLs can be provided for click through tracking	<ul style="list-style-type: none"> • Carl Cannon's Morning Note • RealClearDefense Morning Recon • RealClearEnergy Morning Volt • Religion Today • Science Today • World Today • Education Today • RCP Today • Health Morning Scan • History Today
Leaderboard & Window	728x90 and 300x250	JPEG GIF Static	N/A	N/A	N/A	Site served; unique URLs can be provided for click through tracking	<ul style="list-style-type: none"> • Education Today • Politics Today • Science Today • Sports Today • World Today • Energy Morning Volt • Health Morning Scan • History Today • Religion Today

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Display Custom Unit: LIQWID					
Required / Optional	Item Needed	Description of Item	Example of Item	Size Needed	Format Needed
Required	Sample Banner	Example of what you want the LIQWID Ad to look like		Any size (300x600 preferred)	Any format
Required	Component Files	Separate file for each component used to create the sample banner	Logo Photos and images Animation, widgets or code	Largest size possible Largest size possible N/A	Preferred: vector or EPS/Ai Accepted: GIF or JPEG High resolution GIF, JPEG or PNG HTML5, Javascript, FLA (SWF for reference)
Required	Fonts	List fonts used for each part of the copy		N/A	N/A
Required	Copy	Provide copy in the order it will appear in the ad		N/A	N/A
Required	Landing Page	List the landing page URL to which the ad will link	www.mysite.com	N/A	N/A
Optional	Additional Landing Pages	List the component of the ad that will link and its URL	www.mysite.com/myblog	N/A	N/A
Optional	Third Party Tracking Pixel/Tag	Pixel or Tag from DFP, DFA, comScore, MediaPlex, Google Analytics, etc.	Pixel or Tag	N/A	Code
Optional	Conversion Confirmation Page URL	Provide thank you/confirmation page URL to track sales, leads, sign-ups, reservations, etc.	www.mysite.com/checkout/thankyou	N/A	URL
Optional	Print from the Ad	Let consumers print the ad or any other document	Document to print, copy for print button	Any	Word doc, PDF, etc.
Optional	Email from the Ad	Let consumers email you from the ad	Copy for subject line, email body, email button	Any	Copy and email address
Optional	Social Media	Let consumers post to their social media pages or like/follow you	Social media page, copy for suggested post	FB: any; Twitter: 140 characters	Copy and URLs
Optional	Clip Button	Let consumers Clip (bookmark) your ad on the site to come back later and click, or convert	No materials needed	N/A	Indication that you want this option

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Mobile and Tablet Ad Unit Specs							
Ad Type	Dimensions	Format	File Size	Video File Size (Streaming)	Animation	Serving Options	Additional Guidelines
Tablet Leaderboard	728x90	GIF JPEG PNG	200 KB	N/A	Up to 15 seconds	Third party or site served	IAB Display Guidelines (UAP)
Mobile Window	300x250	GIF JPEG PNG	150 KB	N/A	Up to 15 seconds	Third party or site served	IAB Mobile Guidelines (Image – Smartphone)
Tablet Window	300x250	GIF JPEG PNG	40 KB	N/A	Up to 15 seconds	Third party or site served	IAB Display Guidelines (UAP)
Tablet Large Window	300x600	GIF JPEG PNG	40 KB	N/A	Up to 15 seconds	Third party or site served	IAB Display Guidelines (UAP)
Pre-roll Video	640x480 preferred; 400x300 minimum	VAST	30 MB; 15 or 30 seconds max	Yes	Up to 15 seconds	Third party or site served	IAB Mobile Video Guidelines

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Advertising Specifications

1. HTML5
2. Rich media
3. Third party served ads
4. Standard ad units
5. Ad formatting and creative guidelines
6. Video

HTML5

- RealClearPolitics accepts and has the ability to produce HTML5 ads. HTML5 ads must be submitted via third party tag or built in-house via the Adventive platform.
- Increased associated file size limits are as follows:
 - Initial Load: asset files are immediately loaded when the ad tag is inserted into the page. Desktop/Tablet 150 KB; Mobile (mWeb or In-App) 40 KB
 - Typical old/current specifications set this at 40 KB.
 - Web 2.0 allows for a more engaging user experience without slowing down the page load.
 - Politely Loaded: All of the creative's subsequent assets are downloaded once the host webpage has completed loading. Desktop/Tablet: 2MB; Mobile (mWeb or In-App): 300 KB
 - Typical old/current specifications set this at 150 KB.
 - HTML5 allows richer features but requires flexible size restrictions.

RICH MEDIA

- RealClearPolitics accepts rich media advertising. All rich media ads are tested before posting. Please allow 5 business days for testing.
- Supported creative types include dynamic HTML, animated GIF, JPEG. RealClearPolitics will not guarantee accuracy of click-through data for rich media ads. RealClearPolitics also reserves the right to refuse any creative.

THIRD PARTY SERVED ADS

- In instances where third party ads rotate multiple ads through one line of code, RealClearPolitics must see each ad to make sure it conforms to site standards and guidelines.
- When receiving third party ads, we must receive the username/password to view and report on the third-party numbers (along with our own) to ensure we are within an acceptable discrepancy range.
- RealClearPolitics reserves the right to pull third party served ads that are not rendering or rendering slowly. RealClearPolitics will pull the ad/ads and notify the advertiser.

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STANDARD AD UNITS

- Border: Advertisement should be encased by a one-pixel black border.
- Looping: On initial movie there is no looping.
- Frame Rate: Frame rate for all movies must be 12 frames per second (fps).
- Duration: Maximum duration of initial movie must be 30 seconds.
- Rotation: There should be no more than 5 creatives can be rotated at a time.
- Alternate GIF: 15-20K for Static or Animated GIFs. Animated GIFs loop no more than three times with a refresh time of at least two seconds.
- Alternate Text: Text must be provided and cannot exceed 50 characters.
- Sound: All audio must be user-initiated. The use of audio streams lasting one second or longer must be initiated by click only. Sound under one second is allowed for mouse over events (this refers to “click or “beep” sounds). If deemed too distracting, RealClearPolitics reserves the right to ask that the advertiser remove the audio. Use of audio in the download must include the option for turning off audio. This option must be clearly labeled in the ad.
- Third Party Serving: RealClearPolitics allows third party serving of creative within iframe tags.
- Fourth Party Serving: RealClearPolitics does not allow fourth party serving of creative.
- Testing: Creative must be delivered 5 business days prior to launch for testing and troubleshooting. All creative must function uniformly on both Mac and PC platforms, as well as multiple browser versions of Internet Explorer, Firefox and Safari. Any units not conforming to all outlined specifications will not be placed online and will result in delayed start dates.
- Accepted Rich Media Technology: Refer to Rich Media list above.

AD FORMATTING & CREATIVE GUIDELINES

- No “user-duping” ads (i.e. fake pull downs, error messages, etc.)
- Ads that cause images to fall onto the page must be user initiated.
- Rich media must include alternate images to run across multiple non-Java enabled browsers.
- Ads that change a user’s cursor must do so on mouse-over only. Ads must not modify any elements of a user’s browser or computer settings.
- No ads that resemble RealClearPolitics editorial content (exact or close replica) will be accepted. Ads must not include references to RealClearPolitics unless part of co-promotions.
- Ads, when clicked, must spawn a new window.
- Ad code must be attached to email as a TXT file.

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VIDEO

- Pre-roll is a linear ad that appears before the video content. Video player includes support for companion ads, which can display on the page along with the video.
- Format: VAST; every tag in a VAST chain must point directly to VAST XML. HTTP redirects are not supported.
- DFP transcodes a video into all of the supported format/resolution combinations that are the same or smaller resolution than the uploaded video. Refer to the table and examples below for more information.

Container/Video codec	Output resolution range	Maximum video+audio bitrate (kbps)
FLV/H.263	320x240 to 640x480	256+64
FLV/H.264	480x360 to 854x480	360+96
FLV/H.264	640x360 to 854x480	1200+96
3GPP/MPEG-4	320x240	192+64
3GPP/MPEG-4	176x144	56 + 24
MP4/H.264	640x360	640+96
MP4/H.264	1280x720	2000+128
MP4/H.264	1920x1080	3500+128
WebM/VP8	480x360 to 854x480	360+96
WebM/VP8	1280x720	2000+128