



Banner Advertising Technical Specifications

Creative assets can be hosted by TechTarget’s ad server or an approved third-party ad server. All creatives must adhere to the specifications outlined below. Any submitted creative that does not conform to the specifications or is received after standard turnaround times may result in a delayed launch date.

Standard Ad Units	2
Rich Media Ad Units.....	3
Video Pre-Roll Units.....	3
Data Science Central Ad Units	4
Education Spotlight.....	4
Creative Guidelines.....	4
General Information.....	4
TechTarget Banner Creation.....	4
Trafficking Turnaround Times	5
Creative Media Formats.....	5
Image Specs.....	5
HTML5 Specs	5
Z-Index Values.....	7
Animation, Looping, Audio & Video.....	7
Expandable Banners	7
3rd Party Ad Vendors & Guidelines	8
HTTPS Requirements	8
Testing Process.....	8
TechTarget 3rd Party <i>Preferred</i> Vendors.....	9
TechTarget 3rd Party Supported Vendors	9
Verification Services.....	9
Tracking Mechanisms.....	9



Viewability..... 10
TechTarget Approved Viewability Vendors (MRC Accredited)..... 10

Standard Ad Units

Ad Unit Name	Dimensions	File Size	Notes
Leaderboard	728x90	100KB	
Mobile Leaderboard	300x50	80KB	
Messaging Unit	300x250	100KB	
Half Page Unit	300x600	100KB	
Skyscraper	160x600	100KB	Availability limited to specific sites.
Billboard Ad	970x250	100KB	Availability limited to specific sites.
Welcome Ad	640x480	100KB	Prestitial/Roller Ad Unit
Exclusive Welcome Wrap	1600x900	Video: 5MB GIF: 100KB	Additional creative requirement details, noted below.

Additional Exclusive Welcome Wrap Specs

Best Practices & Recommendations:

- Do not include text in the video or animated banner that will be covered by the headline, body and call to action text area
- Black overlay for text area takes up 45% of space from center of browser window
- Video or animated gif should not include people talking (there is no sound)
- Recommended that the animated gif or video is no more than 15s

If providing video file:

- File Size: under 5MB
- File Format: MP4
- Frame Rate: 24-25 or 29-30
- Aspect Ratio: 4:3 or 16:9

If providing animated GIF file:

- Ad Size: 1600x900
- File Size: Under 100KB
- File Format: GIF
- Frame Rate: 24-25 or 29-30

Rich Media Ad Units

Ad Unit Name	Dimensions	Initial File Size	Subsequent File Load	Notes
Interactive Units (Non-Expandable)	728x90, 300x250, 300x600, 160x600	100KB	1.1 MB	Max animation length: 30 seconds (15 recommended)
Expandable Half Page	300x600 expands to 600x600	100KB	300 KB	<ul style="list-style-type: none"> Expands Left. For creative requirements, please see Expandable Banners.
Expandable Messaging Unit	300x250, expansion size varies	100KB	300 KB	<ul style="list-style-type: none"> For creative requirements, please see Expandable Banners.

Video Pre-Roll Units

Ad Unit Name	Resolution	File Size	Acceptable File Formats	Notes
Video Pre-Roll	640x360 or 480x360	<100 MB	3rd Party: VAST Tags that include MP4, WEBM Hosted: MOV or MP4	Additional Pre-Roll Specs noted below.

Additional Pre-Roll Unit Specs

Video Length: 15 or 30 seconds, 15 or 30 seconds for YouTube

Codec: H.264 **Bit Rate:** 1 MB

Frames/Sec: 24-25 or 29-30

Aspect Ratio: Native aspect without letterboxing (4:3, 16:9)

Audio Codec: MP3 or AAC

Click-through URL or redirect for video required



Data Science Central Ad Units

Ad Unit Name	Dimensions	File Size
Leaderboard	728x90	100KB
Mobile Leaderboard	300x50	80KB
Messaging Unit	300x250	100KB
Small Box Unit	220x220	100KB
Half Page Unit	300x600	100KB
Skyscraper	160x600	100KB

Education Spotlight

- University Listing:
 - **Title:** up to 60 characters (including spaces)
 - **Short Description:** up to 400 characters (including spaces)
 - **University Logo:** jpg or png file. Max Width: 100px for vertical logos, 250px for horizontal logos

Creative Guidelines

General Information

- 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).
- Maximum of 4 creatives can be refreshed per ad placement for hosted assets (Image/HTML5) per month; unlimited creative refresh & rotation for creative running through client's 3rd party ad tags.
- All client creative must have ad div defined as position=absolute.

TechTarget Banner Creation



TechTarget can assist clients in creating standard ad units for programs running on our network if agreed to pre-sales or if it will facilitate campaign launch. Client campaigns need to meet certain requirements, so please see your Client Services contact for more details. If applicable:

- TechTarget will create 1 set of standard ad units with up to 5 ad sizes with the same design/messaging.
- Style format and guidelines, fonts, images, banner text, and landing page URLs are required at the onset in order to create.
 - *TechTarget can assist in writing the banner message and identify imagery based on landing page if needed.*

Trafficking Turnaround Times

Turnaround times start upon receipt of completed, in-spec client deliverables

- **Standard Banners** (728x90 Leaderboard, 300x250 Messaging Unit, 300x600 Half Page Ad, and 300x50 Mobile Leaderboard) have a 2 business day turnaround time.
- **Welcome Ads** (640x480 Prestitial/Overlay Mat) has a 3 business day turnaround time.
- Client supplied **Rich Media** (all banner ad sizes) has a 5 business day turnaround time (requires TechTarget QA testing).
- All other products not listed above have unique/varied turnaround times, therefore, please see your Client Services contact for more details on specific turnaround times for your campaign.

Creative Media Formats

Image Specs

- GIF, JPEG, PNG formats accepted.
- Logos must be provided in EPS vector-based format only.
- Click-through URLs must be provided to run with Image files
 - Any UTM tracking must be appended to URL before sending to TTGT

HTML5 Specs

(Note: the below specification guidelines, only as the advertising industry has not yet settled on standardized specs for HTML5 formats have been compiled based on both

the IAB & Google's (DoubleClick for Publishers) HTML5 creative guidance. All HTML5 creative is still subject to testing & review.

- **Required Assets for HTML5 Submissions:** compressed zip file that meets the below specifications, backup image (GIF, JPEG, PNG) & click through URL.
- File Load & Asset Specifications.
 - Initial Load Option: 100KB (measured after compressing the ad (all code & assets)).
 - Asset files are immediately loaded when the ad tag is inserted in the page.
 - Polite Load Option: 300KB (measured after compressing the ad (all code & assets)).
 - All subsequent creative assets are loaded once the host webpage has completed loading.
 - clickTag variable must be properly implemented by storing the click through destination within the .html file:

```
<script type="text/javascript">  
  var clickTag = "www.example.com";  
</script>
```

- clickTag variable must be properly implemented by storing the click through destination within the .html file.
- HTML5 fallback required: ad code should be able to detect any features that are failing and allow for degradation of ad to a supported version (e.g. Image, more basic HTML5 creative, etc.).
- A zip file should be provided for any HTML5 hosted creative that is submitted and should follow the guidelines below:
 - There must be at least one .html file (the starting point of the ad) in the .zip. If multiple .html files exist, the ad server should prompt the uploader for the appropriate .html file to use as the starting point.
 - All code and assets should be relatively referred to by the .html file.
 - All code and assets needed to run the ad should be contained in the .zip file. The ad needs to be self-contained, so that rendering the ad is not dependent on a network connection. Exceptions include files such as Javascript libraries or web fonts, but the file

size of these external files should still be considered part of the overall file size if they are loaded upon the initial file load.

Z-Index Values

- 728x90 Leaderboard
 - Search Sites, ITKE, BeyeNetwork, ebizQ = 10,000
 - WhatIs = 1,000,000
 - TG Vertical Sites = 12,000,000
 - TechnologyGuide.com = 99,999
- 300x250 Messaging Unit
 - All Sites = 10,000
- 300x600 Half Page Unit
 - All Sites = 10,000

Animation, Looping, Audio & Video

- Maximum animation length: 30 seconds (15 seconds recommended).
 - Welcome Ad animation length: (8-15 seconds).
- Infinite looping is allowed (3 loop rotation is recommended).
- Ads with audio/video elements must be **user-initiated** (on-click or on-roll over only).
- Video files (.mov, .mp4, VAST or VPAID) are not supported for Welcome Ads.

Expandable Banners

- Expanding ads only accepted in **3rd Party ad tag formats**.
 - *3rd party ad tag must be from approved 3rd party vendor list, otherwise 3rd Party Testing Process will apply.*
- Client provided expandables only accepted for **Half Page Ads (300x600)** and **Messaging Units (300x250)**.
- Automatic rollover ads are prohibited.
- Expanding ads must be **user-initiated** on-click or hover intent only (*hover intent defined as 1 sec minimum for rollover expansion*).
- Expanding ads must always contain a clear close button throughout the ad duration/animation.



- Expanding ads must close automatically once user scrolls off expanded banner window.
- Expanding ads must be QA tested & approved by TTGT Ad Operations prior to launch.
 - If a client wishes to run expanding ad creative in rotation with in-page formats via the same 3rd party ad tag, that specific ad tag exclusive to the expanding creative must be submitted for TTGT testing & approval.

3rd Party Ad Vendors & Guidelines

All 3rd party approved vendors are listed below. Any vendors not on the list below are required to go through TechTarget's 3rd Party Preferred Vendor testing in order to be approved as the official delivery & revenue recognition system for a campaign. *Note: there are 2 tiers of approved vendors: Preferred Vendors & Supported Vendors.*

HTTPS Requirements

Secure Sockets Layer (SSL) is a way to add an extra encryption layer onto a website that keeps a user's information secure over the internet. Many sites, including TechTarget, use SSL to keep their pages secure and protect the privacy of users within our network.

As of January 2018, all display ads utilizing 3rd Party Vendors are required to be SSL-Compliant (<https://>). All components of display ads and URL references, including the creative itself and tracking links, must be able to serve in an SSL environment.

Testing Process

- Client must provide TechTarget with 3rd party tags for testing in each creative size that campaign will run (these can be test creative, or the actual campaign creative if client approves non-campaign impressions on creative for testing purposes).
- Client must provide 3rd party login access or setup of a daily delivery report for 3rd party tag testing period.
- TechTarget will execute testing, delivery confirmation and results (approval or rejection) within 5 business days of receipt of tags.
- If approved, 3rd Party Vendor will be added to TechTarget's 3rd Party Vendor list.



- For 3rd Party *Preferred* Vendors: Testing results must confirm optimal ad serving (functional & aesthetic properties), in addition to 3rd party delivery numbers reporting within 10% of TechTarget's DFP ad server reporting.
- For 3rd Party *Supported* Vendors: Testing results must confirm only optimal ad serving (functional & aesthetic properties).

TechTarget 3rd Party Preferred Vendors

Vendors are approved for both ad serving and delivery/revenue recognition numbers.

- Doubleclick Campaign Manager, DCM (formerly Doubleclick for Advertisers, DFA)
- Conversant (formerly Mediaplex)
- Sizmek (formerly MediaMind)
- Atlas by Facebook
- Flite
- Pointroll
- FlashTalking

TechTarget 3rd Party Supported Vendors

Vendors are approved for ad serving only – any delivery/revenue recognition will be based on TechTarget's DFP delivery numbers.

- E-Planning
- Advanse
- Next Media

Verification Services

Clients utilizing 3rd party verification services within their ad tags are required to detail the brand safety rules, guideline settings, and/or filters applied in the 3rd party verification system prior to campaign launch.

- Client must provide access to 3rd party verification reports (via 3rd party direct login access or campaign lifetime reporting daily) at time of campaign launch.
- Any changes to filter settings within 3rd party verification system must be communicated to TechTarget prior to implementation of such changes.
- TechTarget requires ad tags to be setup as monitoring only and does not accept ad tags that have any form of ad blocking implemented.

Tracking Mechanisms



Please be aware that the use of tracking mechanisms, such as cookies, beacons and pixels, require the approval of TechTarget prior to campaign launch. Client is responsible for notifying TechTarget of their intention to use tracking mechanisms by providing the following information:

- 3rd party vendor utilized for employing tracking technology
- Detailed description of the data being collected, where it will be stored, how it will be used, how long it will be retained, and who it will be shared with
- Link to the vendors privacy policy and/or confirmation if IAB Transparency Framework certification is applicable

Viewability

For all orders that include a viewable guarantee, buyer and seller agree to define said inventory based on the industry accepted definition, as defined by the Media Rating Council (MRC), which calls for display ads under 242,500 total pixels to be considered viewable if 50% of their pixels are in view for a minimum of one second. For larger ad units, defined as equal to, or greater than 242,500 total pixels, 30% of the pixels must be in view for 1 second to be considered a Viewable ad.

Viewability targeting is available on the following standard ad units:

- 728x90/300x50
- 300x250
- 300x600
- 160x600

Viewability targeting is available on the following custom ad units:

- Brand Engage Unit
- Welcome Ad

Viewability targeting is NOT available in conjunction with the following:

- Sponsorships and/or Roadblocks
- Even pacing
- Frequency capping

TechTarget Approved Viewability Vendors (MRC Accredited)



Vendors are approved for both ad serving and billing.

- *Moat*
- *Integral Ad Science (IAS)*
- *comScore*
- *DoubleVerify*
- *DFA Active View*
- *Sizmek*
- *AdYapper*
- *Chartbeat*
- *Adloox*
- *Pixalate*

About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies. With high-quality editorial content across more than 140 highly targeted technology-specific websites, TechTarget attracts technology buyers researching companies' information technology needs. By understanding tech buyer content consumption, TechTarget creates the purchase intent insights that fuel effective marketing and sales activities for clients around the world.

For more information, visit techtarget.com and follow us on Twitter [@TechTarget](https://twitter.com/TechTarget).

©2017 TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies. TechTarget reserves the right to make changes in specifications and other information contained in this document without prior notice. The reader should in all cases consult TechTarget to determine whether any such changes have been made. Updated 11/24/20.