

5	Creative Unit Name	Initial Dimensions (WxH in pixels)	Accepted / Built File Format	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Subsequent Max Polite File Load Size	Subsequent Max User-Initiated File Load Size	Subsequent Max User-Initiated Additional Streaming File Size	Max Video & Animation Frame rate	Maximum Animation Length	Max Video Length	Audio Initiation	Hot Spot	Z-index Range	Max Percentage of CPU Usage	Minimum Required Controls	Labeling Requirements, Font Size, etc.	Submission Lead-Time	Max Creative Revisions (VICE Served)																
Standard	Sponsored Unit	300x60	HTML5 or GIF (Animated) JPG or PNG (Static)	Not applicable	40KB	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not allowed	Not applicable	Not applicable	Not applicable	Not applicable	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)	Min 3 working days before campaign start	2 per placement over a 6 week period; 3 per placement lifetime																
	Mobile Leaderboard	320x50				300 KB			Not applicable	Not applicable				Not applicable	Not applicable					Not applicable	Not applicable	Not allowed	Not applicable	Not applicable	5,000 - 1,999,999	20%									
	Mobile Billboard	320x150																																	
	Mobile Medium Rectangle	300x250			150 KB	2 MB	10 MB for video file load Video must be 16:9	Not applicable	Not applicable	24 fps	30-sec; max 3 loops	Not allowed	Not allowed	Not applicable	Not applicable	0 - 4,999				40%															
	MPU	300x250																			1200 kbps	30-sec	Must be user-initiated (on click: mute/un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor is clicked. Must NOT initiate audio.	Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control) YouTube videos must only play on user initiation										
	Leaderboard	728x90																			Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable					
	Tablet Headliner**	728x135																			10 MB for video file load Video must be 16:9	1200 kbps	30-sec; max 3 loops	Not allowed	Not allowed	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable				
	Tablet Super Billboard**	728x415																																	
	Half Page	300x600																																	
	Billboard	970x250																														3-min	Must be user-initiated (on click: mute/un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor is clicked. Must NOT initiate audio.	Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control) YouTube videos can only play on user initiation
	Super Billboard	970x550																																	
Headliner**	1600x250																																		