Colony Brands - Website Banner Specs		DIMEN
DIMENSIONS	970x250 / 970x90 / 728x90 / 300x250	DIME
FILE TYPE	JPG, GIF, PNG	FILE
MAX FILE SIZE	150kb	MAX F
CLICK TRACKING/URL	Required - Must be secure (https)	CLICK TRA
THIRD-PARTY SERVING	As approved* - Must be secure	
RICH MEDIA	Formats: Secure HTML5 (GAM compliant) Max Loops: 3 Max Frame Rate: 24 fps Animation Length: 15s Initial File Size: 175k Polite File Size: 300kb	
ANIMATION LENGTH	15 sec	
ASSET SUBMISSION	Assets are due 5 business days prior to launch.	ASSET SU

*We use Google AdManager (GAM) to serve website ads

Secure Third-Party Tags: All third-party tags must be secure and GAM-compliant. | **White backgrounds on ads:** If ad

Frequency Capping: Frequency capping should be discussed at time of booking.

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.

Flash not accepted: Rich media ads must be built using HTML5.

Third-Party Tags: HTML5 tags must be GAM compliant

White backgrounds on ads: If ad has white background, 1px gray border required.

Z-Index: Z-Index on all rich media HTML5 creatives must be set to 0.