



# Sky AdVance Advertising Specifications

September 2022

# Sky AdVance – Standard and HTML5 Standard

HTML5 creative best practices: These specs are based on recommendations from the IAB with additional information from Sky AdVance adserver Innovid

Please note: the specs below will receive the greatest distribution across the exchanges.

Not all creative formats are required for each campaign. Speak to your Sales Manager for their recommendation

**Standard display creative:****File size:** usually 200K or less**Creative Upload formats:** gif, jpg, png**Animation:** static or animated – max 3 loops or 15s, contains no video**Background / border:** Ad background must not be transparent. 1px solid border required for all ads with partially black or white background**3rd party tag types:** 1x1 ad-server trackers only, SSL compliance (https://)**HTML5 display creative:****File size:** usually 200K or less**Creative upload formats:** HTML (supplied in compressed .zip)**SSL compliance (https://):** required**Animation:** static or animated – max 3 loops or 15s, contains no video**Background / border:** Ad background must not be transparent. 1px solid border required for all ads with partially black or white background**External links:** Ad must not contain external links. (i.e. external CDN libraries must be removed)**Static backup image:** required**3rd party tag types:** 1x1 ad-server trackers only, SSL compliance (https://)

Ad Format	Dimensions (w x h)	Initial Load	Subload	Max Animation Length
Leaderboard	728 x 90 pixels	150kB	300kB	15 secs or 3 loops
Billboard	970 x 250 pixels	250kB	500kB	
Medium Rectangle (MPU)	300 x 250 pixels	150kB	300kB	
Double MPU	300 x 600 pixels	200kB	400kB	
Standard Skyscraper	120 x 600 pixels	150kB	300kB	
Wide Skyscraper	160 x 600 pixels	150kB	300kB	
Mobile Banner	320 x 50 pixels	50kB	100kB	

Not all creative formats are required. Speak to your Sales Manager for their recommendation



# Sky AdVance – HTML5 Rich Media

Including expandable

**sky** advance

**File size:** usually 200K or more

**Creative upload formats:** HTML (supplied in compressed .zip)

**SSL compliance (https://):** required

**Animation:** static or animated – max 3 loops or 15s, may contain video

**Background / border:** Ad background must not be transparent. 1px solid border required for all ads with partially black or white background

**External links:** Ad must not contain external links (i.e. external CDN libraries must be removed)

**User initiated features:** Rollover to expand, must include close button – close method consistent with method of expansion, must include video controls (volume, mute, play/pause) as appropriate

**Static backup image:** required

**3rd party tag types:** 1x1 ad-server trackers only, SSL compliance (https://)

Ad Format	Dimensions (w x h)	Expanded Panel	Initial Load	Subload
Leaderboard	728 x 90 pixels	max 1200x150	150kB	300kB
Billboard	970 x 250 pixels	max 1800x450	250kB	500kB
Medium Rectangle (MPU)	300 x 250 pixels	max 450x450	150kB	300kB
Double MPU	300 x 600 pixels	max 450x900	200kB	400kB
Wide Skyscraper	160 x 600 pixels	max 240x960	150kB	300kB
Mobile Banner	320 x 50 pixels	max 450x75	50kb	100kB

# Sky AdVance – Video

**Please note:** the specs below will receive the greatest distribution across the exchanges. Please work with your campaign manager if an advertiser wants to utilise a creative spec that is not included in this sheet.

# In-stream Linear Video

## In-stream Dynamic or Interactive Video (VPAID)

### (Pre-,Mid-, Post-roll)

**Ad Size:**  
16:9 Aspect Ratio Sizes

#### Linear Video

Deliver all copies to Sky Online HD via IMD, Honeycomb or Adstream and work to their creative guidelines.

Clearcast approval not required, unless CTV is on media plan

Alternatively, you can supply unslated assets directly to the ops team working to [Innovid specifications](#).

**3rd party tag types:** 1x1 ad-server tracking tags only, SSL compliance (https://)

#### Dynamic or Interactive Video (VPAID)

**User initiated features:** Microsites, Overlay, Ad Selectors, Ad Extenders, Ad Selectors

Dynamic creatives must be built in the **Innovid adserver** by the client and transferred to Sky AdVance Innovid account.

**3rd party tag types:** 1x1 ad-server tracking tags only, SSL compliance (https://)

# Delivery instructions and SLA's



# Delivery Instructions

## VIDEO

### Copy

Send unslated copies as a link to [SkyAdVanceOps@sky.uk](mailto:SkyAdVanceOps@sky.uk)

**OR**

Deliver to Sky Online HD via Astream/IMD/Honeycomb and adhere to their guidelines. Send delivery note to [SkyAdVanceOps@sky.uk](mailto:SkyAdVanceOps@sky.uk) & your Sky Sales Rep

### Copy Instructions

Send to [SkyAdVanceOps@sky.uk](mailto:SkyAdVanceOps@sky.uk) & your Sky Sales Rep

### 1x1 Tags

Send to [SkyAdVanceOps@sky.uk](mailto:SkyAdVanceOps@sky.uk) & your Sky Sales Rep

## DISPLAY

### Copy

Send all copies via WeTransfer to [SkyAdVanceOps@sky.uk](mailto:SkyAdVanceOps@sky.uk)

### Copy Instructions

Send to [SkyAdVanceOps@sky.uk](mailto:SkyAdVanceOps@sky.uk) & your Sky Sales Rep

### 1x1 Tags

Send to [SkyAdVanceOps@sky.uk](mailto:SkyAdVanceOps@sky.uk) & your Sky Sales Rep

<https://www.skymedia.co.uk/digital/advertising-specifications/video/>



# Terms and SLA's

## Terms

- Sky AdVance can accept 1x1 click and impression trackers
- Sky AdVance does not allow third party research or verification pixels
- Sky AdVance does not allow third party redirects and all tags must click through to the landing page URL
- Please ensure start and end dates in your adserver are correct and match Sky campaign dates
- Sky AdVance can run without adserver tracking tags. In this instance, please send a landing page URL. Should you choose to run with no tracking tags, this means you will be solely reliant on Sky's reporting figures for the campaign
- Do not send assets and tags that are not on the Sky AdVance media plan agreed with your Sky Sales Rep.
- Asset and tag labels must match

## SLA's

- Creatives to be received 5 business days prior to campaign launch
- Creatives processing can start upon receipt of both assets and tags
- Data segments can take up to 10 days to populate

For Sky ADVANCE Booking Terms Please Refer to: <https://www.skymedia.co.uk/terms-and-conditions/>



# Sky AdVance HTML5 Requirements

# Glossary of terms

**HTML5:** Creative file packaged in a .zip (zipped from the root), containing an index file (HTML) in addition to any supporting scripts, images or style files.

**“Backup” Image:** All non standard display creative (desktop and mobile) built in HTML5 require a static image backup to serve along with it, in the event the user’s browser doesn’t support the creative type attempting to run. These are typically saved as a .jpg, or .gif.

**Web font:** These are fonts downloaded by the browser when a webpage loads, rather than installed on a device like desktop fonts.

**SSL:** Secure Sockets Layer, provides communication security by allowing your web browser to communicate with the web page a user is visiting in a secure way. This security prevents third party access to the users viewing data. A majority of integrated inventory sources require fully secure tags to serve on their exchange. As a best practice we recommend using SSL compliant tags.

**JPEG:** Can not move, interact or be animated. Could be used as a backup if HTML5 version cannot be served. No rich media capabilities (expandable, in-banner video, etc.).

**GIF:** Can be animated. Will animate automatically but cannot be interacted with (i.e. no ‘click-to-play’, ‘rollover-to-expand’, etc.)

**PNG:** Same as JPEG but easier to compress, handle transparency. No quality loss.

**RAW:** Least compressed, highest quality.

**Initial Load vs. Polite Load:** The Initial Load of a creative is the max file weight allowed by a Publisher. The Initial Load is normally light to ensure that the web page loads quickly. Once the webpage is loaded, Publishers may allow ads to load additional memory if the user interacts with it (aka Polite Load). A Polite Load is frequently used to serve Rich Media or Video assets.

For general HTML5 guidelines, refer to IAB’s HTML5 guidelines here:  
<https://iabtechlab.com/standards/html-5/>

