



CBC & Radio-Canada  
SOLUTIONS MÉDIA

Advertising - Digital Platforms

STANDARD CREATIVE											Dimensions		Size		
Creative Unit Name											Initial Dimension (WxH in pixels)	Maximum Expanded Dimensions (WxH en pixels) <i>*(Need approval)</i>	Max Initial File Load Allowance	Subsequent Max Polite File Load Size  <i>(See other info on HTML5 in nthe notes section)</i>	
								DT	DT		Leaderboard 728x90	728x90	*Expends down: 728x360	Image: 50 KB HTML5 : 100 KB	2,2 MB  Unlimited if streaming video within the ad unit
									DT		Large Leaderboard 970x250	970x250	N/D	Image: 50 KB HTML5 : 100 KB	
								DTS	DTS		Big Box 300x250	300x250	*Expands left: 600x250	Image: 50 KB HTML5 : 100 KB	
									DT		Double Big Box 300x600	300x600	*Expands left: 600x600	Image: 80 KB HTML5 : 150 KB	
											HalfPage HTML5	Responsive Ads	Responsive	250 KB	500 KB
										S	Expendable	Responsive Ads			
										S	Smartphone banner 320x50	320x50	Varies; see full screen ad units page	GIF/JPEG: 40 KB HTML5: 50 KB	
										S	Smartphone banner 320x100	320x100			

Delivery - Standard Creative: Minimum 3 business days before campaign starts   Expendable or Halfpage Creative: Minimum 5 business days before campaign starts	
CBC.ca	* (Need approval for this format)
CBC Music	
ICI Radio-Canada.ca	* (Need approval for this format)
ICI Tou.tv	
ICI Espace.mu	
ICI Exploratv.ca	
ICI ARTV	
Mobile CBC	T: Tablet, D: Desktop, S:Smartphone
Mobile SRC	T: Tablet, D: Desktop, S:Smartphone
Radio Canada International	

STANDARD CREATIVE

STANDARD CREATIVE											Creative Unit Name	Max Animation & Video Length	Audio Initial	Implementation Notes & Best Practices
cbc.ca	cbcmusic.ca	ici.radio-canada.ca	ici.tou.tv	icimusique.ca	ici.explorativ.ca	ici.artv.ca	cbc.ca mobile	src.ca mobile	rcinet.ca					
								DT	DT		Leaderboard 728x90	30 secondes or less (loops included); 15,10 or 7 seconds recommended! maximum 3 loops; Recommended that final frame contains pertinent information Recommandé que l'image finale comprend de l'information pertinente  <b>Extensibles</b> : unlimited with user interactions	Audio must be user-initiated (on click: mute/unmute); default state is muted	<b>Standard Creative:</b> Accepted file formats include: .GIF   .JPG   HTML5  <b>Expansion</b> Must be user-initiated. Pre-expanding ads NOT supported. Provide a call-to-action ("roll over to expand" or "click to expand") for clarity; retract instantly on mouse-off. Must have a control = "Close X" on expanded panel and "Expand" on collapsed panel. Police = 8pt (11px) - 16pt (21px)  <b>In-Banner Video:</b> Video must include: Play, Pause, Mute (and/or volume control to 0). Note: A close button is not required as the video resides within the ad unit itself
									DT		Large Leaderboard 970x250			
								DTS	DTS		Big Box 300x250			
									DT		Double Big Box 300x600			
											HalfPage HTML5			
											Expendable Smartphone banner 320x50			
											Smartphone banner 320x100			Use only HTML5 or GIF/JPEG This unit is commonly placed in apps as an interstitial

OTHER FORMATS										Creative name	Dimensions		Max Animation & Video Length	Audio Initiation	Implementation Notes & Best Practices	
											Initial Dimensions <i>(WxH in pixels)</i>	Subsequent Max Polite File Load Size				
											Video	Adaptive 16:9 recommended	<a href="#">See our complete video specifications here!</a>	30 seconds or less, 15 seconds recommended; unlimited with user interaction	Always permitted	We accept Vast, & VPAID everywhere except in Mobile Apps. Certified with MOAT, INS, Nielson, AdForm, Innovid and more.  All Vast & VPAID tags are required to have a fallback asset within. Do not add the skippable ad function as this does not work with our player.  Do not add a countdown for the ad, as we already have one. Do not modify the user's volume or add unmute.
											Wallpaper / Skin	CBC   Max - 2000x1000px CBC   Min 1304x1000px	N/D	N/D	N/D	Put the logos and elements at the center of the image and close to the site content  <a href="#">See Wallpaper et skin details and examples</a>

Delivery - Standard Creative: Minimum 3 business days before campaign starts   Expandable or Halfpage Creative: Minimum 5 business days before campaign starts	
CBC.ca	
CBC Music	
ICI Radio-Canada.ca	** For clear background
ICI Tou.tv	* Must be reserve for dark background
ICI Espace.mu	
ICI Exploratv.ca	
ICI ARTV	
Mobile CBC	
Mobile SRC	
Radio Canada International	

IMPORTANT NOTES

1. If collecting or using behavioural advertising, ensure proper notice & user choice is present. IAB Canada recommends the Canadian Ad Choices Program: <http://www.YourAdChoices.ca>; Additional file size allowance for icon/notice: 5 KB

2. "User Initiation" defined: User-initiation is the willful act of a user to engage with an ad. Users may interact by clicking on the ad, and/or rolling over an ad (or a portion of an ad). A roll-over is defined as a willful pause of the user's cursor on the target portion of the creative (the "hot spot"), such pause lasting at least 1-second in duration, before an action may be initiated by the ad (i.e. trigger an expand, etc.). This pause/delay prevents unwanted user-initiated actions, and false reporting of user engagement.

3. Max CPU usage of 20% for in-page and 30% for full screen is based on the publisher-defined benchmark end-user CPU for its audience. Consult with each publisher individually for their benchmark number for testing. With Flash, filters and vector art can cause excessive CPU usage.

4. Ad unit content must be clearly distinguishable from normal content (i.e. have a distinct dark grey border around it, to differentiate itself from the page's/app's content).

5. All interstitials are recommended to have a frequency cap of 1 per hour per user at minimum.

6. Ad units that are not fixed sizes should have portrait/landscape equivalent layouts. Pixel sizes listed above can be reversed. As the user adjusts their phone, the creative should load the appropriately resized ad.

7. Custom ad units not mentioned here (i.e. wallpapers, microsites, etc.) may be accepted by publishers, but specifications are based on individual website requirements and are not standardized by IAB Canada.

8. Creative should click through to a webpage, NOT an application or file, unless explicitly stated in the advertisement what the user can expect post-click. All links should open in a new window.

9. IAB Canada encourages displaying rich media type ads on devices such as smartphones & tablets, so long as they use HTML5 (Flash does not work on most devices).

10. Best practice is to have only one rich media ad unit per page. Recommended frequency cap is 1 per hour per user.

11. High resolution creatives may be accepted by some publishers for higher quality images on double-density/retina displays. The accepted file weight for these high resolution creatives will also increase, but should be no more than double the file size noted in these guidelines. Check with the media provider for accepted file weights. To identify these creatives note 2x in the file name.