



TheBCAT.com

HOME OF THE BRIEF COGNITIVE ASSESSMENT TOOL

Technical Specifications for BCAT Consumer Ad Units on Standard Pages

Last modified September 20, 2012

I. Materials Submission and Support

Please send ad materials and correspondence to:

BCAT Ad Submission: info@thebcat.com

This will ensure full campaign support, regardless of individual trafficker availability.

To help us locate your account, please put the following in the subject line of every email:

- client name
- brand or product name
- name of BCAT sales contact
- nature of request (i.e. "creative replacement")
- rich media type (i.e. – "expanding", "Dart Motif", "Pointroll")

II. General Policies

A. Lead Times and Deployment

1. The BCAT requires the following lead times in order to test and deploy ads:
 - Flash, Rich Media: 5 business days from creative receipt as long as specs are met.
 - Standard creative: 3 business days from creative receipt long as specs are met
2. Creatives will only be deployed for signed contracts.
3. Creatives will only be deployed to the level of targeting details stated on contract.
4. The BCAT reserves the right to limit the number of creatives deployed, and number of changes to creative per contract.
5. Geo-targeting of ads must be managed by the BCAT's ad system.

B. Ad Content and Appearance

1. Media units with general opinion/non-prescriptive polling/quiz functionality (standard, rollover or expandable), personalized or diagnostic assessments/quizzes (standard, rollover or expandable) are permitted on the BCAT.
2. Creative must have a distinct border to clearly identify where the page ends and advertisement begins.

C. Max Initial Load per Ad Size

1. Leaderboard Size: 728x90 pixels Max initial load size: 40k
2. Vertical Banner Size: 120x240 pixels Max initial load size: 30k
3. Skyscraper Size: 120x600 pixels Max initial load size: 40k
4. Medium Rectangle Size: 300x250 pixels Max initial load size: 40k
5. Half Page Ad Size: 300x600 pixels Max initial load size: 40k
6. Wide Skyscraper Size: 160x600 pixels Max initial load size: 40k



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D. Animation

1. Total max animation or looping time: - 15 seconds if non-user initiated - Unlimited if user initiated by click or 1 second mouseover.
2. No restriction on number of loops. The BCAT reserves the right to restrict rapid looping to protect user experience.

E. Navigation

1. All clicks used to open web pages must do so in a new browser window.
2. A click can open only one new browser window.

F. Serving Performance

1. 3rd party tags must serve working ads to all browsers and operating systems.
2. 3rd party serving speed and performance must be consistent and reliable.

G. Billing

1. Third party vendor surcharge must be discussed in advance and reflected within the overall program price – if client/agency does not have a direct deal with rich media vendor – vendor rate card rate should be applied.
2. For billing on actual campaigns, rich media vendors counts will serve as the authoritative source for impression delivery, unless client serves rich media tags through 3rd party tags (also known as “4th party serving”).

III. Detailed Additional Specifications per Ad Format

A. Approved Ad Formats

1. BCAT Hosted Image Files:
Image files can be hosted by BCAT, and the click served to 1 URL destination per file. For multiple URL destinations, please submit an HTML ad instead.
2. 3rd_Party Tags (Within Ad Space, In Banner):
Officially approved vendors include: Doubleclick, Atlas, Pointroll, MediaMind. All other vendors require advance review and case by case approval by BCAT Ad Operations.
 - a. Click Redirect Tags:
Image files may be hosted by BCAT and the clickthrough served with a 3rd-party redirect URL.
 - b. Standard Tags:
3rd party tags can be used to serve image files format and redirects for linking URLs.
 - c. iFrame/Javascript, iFrame/iLayer or Javascript Tags
For this format, we cannot guarantee tracking of clicks, or any metric other than impressions served, via the BCAT ad system.
 - d. For all 3rd party served SWFs: - wmode must be set to opaque or transparent. - z-index level must set to 10 or lower.
3. HTML Ads:
The BCAT can provide tracking on aggregate clickthroughs per creative unit only. Code must be valid XHTML 1.0.



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4. BCAT hosted Flash ads:

BCAT highly recommends the use of 3rd-party ad systems to serve and track performance on Flash creatives.

5. Audio ads:

All audio ads must be 3rd-party served.

a. Sound must be user-initiated with a click.

b. A clearly marked option for muting sound must be included for the entire duration.

Examples include a button marked "sound off", or "turn off sound".

6. Video ads (Within Ad Space, In Banner):

All in-page video ads must be 3rd-party served.

a. Streaming ads need to adhere to BCAT initial load requirements.

b. A clearly marked option for stopping video must be included for the entire duration.

c. Sound must be user-initiated with a click.

d. A clearly marked option for muting sound must be included for the entire duration.

e. Max playtime, if non-user initiated = 30 seconds

f. Max playtime, if user initiated with a click = unlimited

g. A backup ad must be included for all users who cannot handle video playing functionality.

h. wmode must be set to opaque or transparent on all SWFs.

i. z-index level must set to 10 or lower on all SWFs.

B. Ad formats that are NOT approved:

1. Pop-ups

2. Pop-unders

3. Floating ads, a.k.a. "out-of-banner"

4. Interstitials

5. Superstitials

6. Any other formats not listed above must be approved prior to contract signature.