



# Bell Media

## Digital Advertising Standards and Creative Specifications

(Last revised: February 24, 2017)

To learn more about Bell Media Digital visit: <http://www.bellmedia.ca/digital/>

Bell Media sites are [IAB Canada](#) compliant. All Bell Media ads are served through Google's DoubleClick for Publishers Premium ad server. Bell Media reserves the right to refuse any advertising/advertisers, make exceptions to this policy on a case-by-case basis, as well as, to make changes and add to this policy at any time. If you have any questions regarding creative submissions, please contact your Bell Media Account Representative.

**PLEASE NOTE: ANY ELEMENT NOT MEETING SPEC WILL BE RETURNED FOR REVISION, WHICH MAY DELAY THE EXPECTED LAUNCH DATE AND RESULT IN LOST IMPRESSIONS**

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## Available Web Ad Placements (Desktop)

Sites	In-Stream Video	Standard & In-banner video			Expandable			Floating		Skin	IAB Rising Star ad units						
		728x90	300x250	300x600	728x90	300x250	300x600	OTP	Catfish		Sidekick	Filmstrip	Portrait	Pushdown	Billboard	Masthead	Slider
<b>Television Brands</b>																	
<b>English</b>																	
<a href="#">Bravo</a>	•	•	•	•	•	•	•	•	•	•		•	•	•			
<a href="#">BNN</a>	•	•	•	•	•	•	•		•	•		•	•	•			
<a href="#">CP24</a>	•	•	•	•	•	•	•		•	•		•	•	•	•	•	
<a href="#">CTV News<sup>A</sup></a>	•	•	•	•	•	•	•		•	•		•	•	•	•	•	
<a href="#">CTV</a>	•	•	•	•	•	•	•		•	•		•	•	•			
<a href="#">The Comedy Network</a>	•	•	•	•	•	•	•		•	•		•	•	•			
<a href="#">Discovery Canada<sup>B</sup></a>	•	•	•	1	•	•	•		•	•		•	•	•	•		
<a href="#">E!</a>	•	•	•	•	•	•	•		•	•		•	•	•			
<a href="#">Gusto</a>	•	•	•	•	•	•	•		•	•		•	•	•	•		
<a href="#">The Marilyn Denis Show</a>	•	•	•	•	•	•	•		•	•		•	•	•			
<a href="#">MTV Canada</a>	•	•	•	•	•	•	•		•	•		•	•	•		•	
<a href="#">Much</a>	•	•	•	•	•	•	•		•	•		•	•	•	•		
<a href="#">The Social</a>	•	•	•	•	•	•	•	•	•	•		•	•	•			
<a href="#">Space</a>	•	•	•	•	•	•	•		•	•		•	•	•			
<a href="#">TSN</a>	•	•	•	•	•	•	•	• <sup>2</sup>	•	• <sup>6</sup>		•	•	• <sup>6</sup>	• <sup>6</sup>		
<b>US Brands<sup>D</sup></b>	• <sup>3</sup>	•	•	•	•	•	•		•	•		•	•	•	•	•	
<b>iHeart Radio</b>	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	
<b>French</b>																	
<a href="#">CanalD</a>	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	
<a href="#">CanalVie</a>	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	
<a href="#">Cinepop</a>		•	•														
<a href="#">Investigation</a>	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	
<a href="#">RDS<sup>C</sup></a>	•	•	•	1	•	•	•	• <sup>2</sup>	•	•		•	1	•	•	•	
<a href="#">RDS Homepage</a>	•		•	1				• <sup>2</sup>	•	•			1	•	•	•	
<a href="#">VRAK TV</a>	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	
<a href="#">Ztele</a>	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	
<b>iHeart Radio</b>	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	
<b>Portals</b>																	
<a href="#">Autofocus</a>	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	
<a href="#">Sumpatico.ca</a>	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	
<a href="#">Accueil</a>		•	•	•	•	•	•	•	•	•		•	•	•	•	•	
<a href="#">Actualités</a>	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	
<a href="#">Envedette</a>	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	
<a href="#">Fraichementpresse</a>		•	•	•	•	•	•	•	•	•		•	•	•	•	•	
<a href="#">Lookdujour</a>	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	
<a href="#">Muramur</a>	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	
<a href="#">Voyage Voyage</a>	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	
<a href="#">The Loop</a>	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	

<sup>A</sup> CTV News includes National and Local sites.

<sup>B</sup> Discovery Canada includes Discovery Science, Discovery World, and Investigation Discovery.

<sup>C</sup> RDS: See [ad specifications](#).

<sup>D</sup> US Brands include Discovery Channel US, Animal Planet, Destination America, Discovery Kids, Military Channel, Science Channel, TLC, Comedy Central, MTV.com.

<sup>1</sup> 300x600 and 300x1050 are only available on homepage and articles pages. For homepage Sponsorships, responsive sizes 300x600 (tablet) and 300x250 (mobile) are required for the 300x1050 format and 300x250 (mobile) for the 300x600 format.

<sup>2</sup> TSN and RDS: 500x500 Floating component must be accompanied by the 728x90 OR 300x250.

<sup>3</sup> Pre-roll not available on all sites.

<sup>4</sup> Can support audio pre-roll.

<sup>5</sup> Needs special approval.

<sup>6</sup> Only available as sponsorship on homepage and some sections.

<sup>7</sup> Permitted on ROS (CPM) and sponsorship model only. It must be tested and approved (open/close function) before it is sold.

## SLA Creative Deadlines

Standard Ad Creative	3 business days before launch
Rich Media/Third Party Ad Creative	5 business days before launch
In-Stream Video	5 business days before launch
Custom executions	30 days before launch

## Z-Index Guidelines

Z-Index Range	Content Type
0 - 4,999	Standard Ads, In-banner video, Filmstrip, Pushdown
5,000 - 1,999,999	Expandable ads
2,000,000 - 2,999,999	Floating (OTP) ads
None	TSN creative types should not have z-index value
4,999	RDS Masthead (Section Sponsorship, All around the world, Superboard, Billboard) z-index must be 4 999
2,000	RDS Expandable Big Box

## Guaranteed Roadblocks

Please refer to the chart below for a list of sites that support roadblock:

English Sites	French Sites
<ul style="list-style-type: none"> <li>• Autofocus</li> <li>• Bravo</li> <li>• CTV</li> <li>• Discovery Canada</li> <li>• Etalk</li> <li>• Marilyn</li> <li>• The Social</li> </ul>	<ul style="list-style-type: none"> <li>• Autofocus</li> <li>• CanalD</li> <li>• Canalvie</li> <li>• Vrak</li> <li>• Ztele</li> <li>• Investigation</li> <li>• Sympatico</li> <li>• Actualité</li> <li>• Envedette</li> <li>• Fraichement Presse</li> <li>• Look Du Jour</li> <li>• Muramur</li> <li>• VoyageVoyage</li> </ul>

## Standard Ads

Creative Unit Name	Dimension	Max. Initial File Load Size	Max. Additional Initial File Load Size	Max. Animation Length	Audio Initiation	Accepted File formats	<a href="#">Click Tags</a>
Leaderboard	728x90 <sup>1</sup>	40 KB/ 100 KB for HTML5	5 KB	30 sec. or less, max. 3 loops	User-initiated (on click: mute/unmute); default is mute	.GIF, .JPG, .PNG images  Adobe Flash (6-10.1, AS 2.0 or 3.0) <sup>3</sup> , SWF, HTML5 <sup>4</sup>	<a href="#">clickTAG</a> is case sensitive and must be formatted "clickTAG" not "clickTag" or "clicktag"
Big Box	300x250						
Half Page	300x600 <sup>2</sup>	80 KB/ 150 KB for HTML5					

- <sup>1</sup> [CTB](#), Gusto, RDS and Sympatico responsive sites: 728x90 can be provided with 320x50 (see chart below) for mobile phones
- <sup>2</sup> 300x600 requires responsive ad 300x250
- <sup>3</sup> Display ads in Flash format will no longer be supported after March 31. Please provide alternative creative formats for display ads after this date (example .jpg, gif or third-party tag).
- <sup>4</sup> HTML5 must be implemented within an [accepted third party tag](#)

Creative Unit Name	Dimensions	Supported Formats	Max File Size
Mobile Phone Leaderboard	320x50	.JPG, .GIF, .PNG	40 KB/ 50 KB for HTML5

## Rich Media

All rich media must be [third party ad served](#)

### In-Unit Video (video plays within an ad unit)

Creative Unit Name	Dimension	Max. Initial File Load Size	Max. Additional Initial File Load Size	Subsequent Max. Polite File Load Size	Subsequent Max. User Initiated File Load Size	Max. Video Length	Audio Initiation	Minimum Required Controls
Leaderboard	728x90 <sup>1</sup>	40 KB/ 100 KB for HTML5	5 KB	100 KB	2.2 MB; unlimited if streaming	30 sec. or less; unlimited with interaction	User-initiated (on click: mute/un- mute); default is mute	Play, Pause, Mute (and/or Volume control to 0)
Big Box	300x250 <sup>2</sup>							
Half Page	300x600 <sup>1</sup>	80 KB/ 150 KB for HTML5						

<sup>1</sup> For RDS, client must provide a 320x50 to go with the sponsored 728x90; or a 300x250 to go with the sponsored 300x600 to serve on responsive mobile web.

<sup>2</sup> A button must be added for mobile functionality for creative built in Doubleclick Studio in HTML5.

Creative Unit Name	Dimensions	Supported Formats	Max File Size
Mobile Phone Leaderboard	320x50	.JPG, .GIF, .PNG	40 KB/ 50 KB for HTML5

## Expandable Ads

Ad Unit	Initial Dimensions	Maximum Dimensions (expanded state)	Expansion Direction
Expandable Leaderboard	728x90	728x360	Down
Expandable Big Box	300x250	600x250	Left
Expandable Half Page	300x600	600x600	Left

- See [in-banner video](#) file load specifications.
- Subsequent max. User-initiated file load size: 2.2 MB for creative files.
- Expansion of the ad can be initiated by either: mouse over/mouse off, or click to expand/click to retract.
- If user-initiated on mouse-over/mouse off:
  - Hot Spot must not to exceed 1/4 size of ad.
  - The user must pause, a minimum 1 second over the "hot spot" of the ad before action may be initiated.
- Creative must indicate that it will expand on mouse over, using text such as "roll over to expand" or similar.
- Must include "Close X" on expanded panel. (Font: 8-16pt, 11-21px.)
- Video must include play, pause, mute (and/or volume control to 0).

## Floating OTP (Over-the-page)

Dimension	Duration	Initial file load size	Subsequent max. polite file load size	Video and Animation	Audio	Notes
640x480 or 500x500	Ad must close itself after 10 seconds if no user interaction takes place	Max. initial file load size: 80 KB/ 150 KB for HTML5  Max. additional initial file load size: 5 KB	Subsequent max. polite file load size: 160 KB.  Subsequent max. user-initiated file load size: 2.2 MB for video file load; unlimited if streaming.	The video must include Play , Pause , Sound and volume control	Muted by default.  Should be initiated by the user by deactivating the mute function.	Must not take the shape of an exact square or rectangle. Must not obstruct page navigation.  Must include "Close X" on expanded panel. (Font: 8-16pt, 11-21px.)  Floating OTP will be frequency capped at the brands discretion.

## Catfish

Brand	Dimension	Max. Initial File Load Size	Max. Additional Initial File Load Size	Subsequent Max. User Initiated File Load Size	Max. Animation & Video Length	Audio Initiation
Bravo, CTV, Gusto, Space, The Comedy Network	960x60	40 KB/ 100 KB for HTML5	5 KB	2.2 MB; for video file load	30 sec. or less, no loop; final frame must contain pertinent information	User-initiated (on click: mute/unmute); default is mute
<a href="#">CTB</a> , Radio sites	Full page width x 60 (+20pixel transparency for the close button)					
RDS	1105x100**					
The Loop/ Sympatico.ca	970x60					

- Must include "Close X". (Font: 8-16pt, 11-21px.)
- Bottom solid image must be 50 pixels high.
- Transparent overlay must not exceed 40 pixels high, added to the top of the unit for a total height of 90 pixels.
- Minimum Flash Version 8. Display ads in Flash format will no longer be supported after March 31. Please provide alternative creative formats for display ads after this date (example .jpg, gif or third-party tag).
- Must provide colour code for the filler slides.
- Catfish unit cannot expand
- \*\* RDS: responsive ad sizes (970x90, 960x90, 728x90, 320x50) for mobile web required. Must include the close button and have the catfish behavior
- \*\* RDS: frequency cap of 1 per hour for Catfish ad unit implemented. Catfish will not show up if there is a Masthead sponsorship (All Around The World, Superboard, Billboard, or Section Sponsorship).



## IAB Rising Stars

\*All IAB Rising Stars must be [third party ad served](#)

### Sidekick (300x250 or 300x600)

Dimension	Maximum Expanded Dimension	Max. Initial File Load Size	Max. Additional Initial File Load Size	Subsequent Max. Polite File Load Size	Subsequent Max. User Initiated File Load Size	Max. Animation & Video Length	Audio Initiation
300x250	970x550	60 KB	5 KB	110 KB	2.2 MB; unlimited if streaming	30 sec. or less; unlimited with interaction	User-initiated (on click: mute/un-mute); default is mute
300x600	970x550	80 KB	5 KB	110 KB	2.2 MB; unlimited if streaming	30 sec. or less; unlimited with interaction	User-initiated (on click: mute/un-mute); default is mute

- User-initiated expand control in the in-page display unit "slides" page content to the left.
  - Expansion cannot occur on mouse over.
- "Close X" on expanded Sidekick that closed and returns user to publisher page content.
- User-initiated expand control in the in-page display unit "slides" page content to the left.
- Video must include play, pause, mute (and/or volume control to 0).
- Best practice: For times when the user's browser does not support creative functionality (Flash, HTML5), provide a standard 300x250 or 300x600 image file (GIF/JPG).

### Filmstrip (300x600)

Dimension	Max. Initial File Load Size	Max. Additional Initial File Load Size	Subsequent Max. Polite File Load Size	Subsequent Max. User Initiated File Load Size	Max. Animation & Video Length	Audio Initiation
300x600 viewable window in which total ad size of 300x3000 scrolls (5-300x600 segments)	80 KB	5 KB	110 KB	2.2 MB; unlimited if streaming	30 sec. or less; unlimited with interaction	User-initiated (on click: mute/un-mute); default is mute

- Expansion not allowed for this unit.
- Video must include play, pause, mute (and/or volume control to 0).
- Best practice: For times when the user's browser does not support creative functionality (Flash, HTML5), provide a standard 300x600 image file (GIF/JPG).
- RDS – 300x250 responsive unit needs to be provided when a HP takeover/sponsorship is booked

## Portrait (300x1050)

Dimension	Max. Initial File Load Size	Max. Additional Initial File Load Size	Subsequent Max. Polite File Load Size	Subsequent Max. User Initiated File Load Size	Max. Animation & Video Length	Audio Initiation
300x1050 Divided into three distinct modules	80 KB	5 KB	350 KB for creative files	2.2 MB; unlimited if streaming	30 sec. or less; unlimited with interaction	User-initiated (on click: mute/un-mute); default is mute

- For RDS, 300x1050 is only available on RDS Homepage and Article pages. For Homepage Sponsorships, responsive sizes 300x600 (tablet) and 300x250 (mobile) are required for the 300x1050 format.
- Expansion allowed only after user initiation:
  - Must have call to action, e.g. "Click to expand".
  - Maximum expanded dimensions: 580x460 depending on module.
  - Expanding modules must include "Close X" in expanded mode.
- Video modules must include play, pause, mute (and/or volume control to 0).
- Best practice: For times when the user's browser does not support creative functionality (Flash, HTML5), provide a standard 300x1050 or 300x250 image file (GIF/JPG).

## Slider (970x90 or 970x50)

Dimension	Maximum Expanded Dimension	Max. Initial File Load Size	Max. Additional Initial File Load Size	Subsequent Max. Polite File Load Size	Subsequent Max. User Initiated File Load Size	Max. Animation & Video Length	Audio Initiation
970x90 or 970x50	970x550	60 KB	5 KB	110 KB for user-initiated slider content	After slider content initiated: 2.2 MB; unlimited if streaming	30 sec. or less; unlimited with interaction	User-initiated (on click: mute/un-mute); default is mute

- Slider expansion may be initiated by:
  - Click
  - Mouse-over
    - Hot Spot must not to exceed 1/4 size of ad.
    - The user must pause, a minimum 1 second over the "hot spot" of the ad before action may be initiated.
- Must contain "Slide back" arrow in expanded slider bar and "Close X" in slider content area that closes content area and returns user to publisher page content.
- Must contain "Close X" on un-expanded dimension to fully close ad unit.
- Video must include play, pause, mute (and/or volume control to 0).
- Must provide backup standard image file (GIF/JPG) for times when user's browser does not support creative.

### Site/Section Partnership Units (1024x120)

Brand	Dimension	Maximum Expanded Dimension	Max. Initial File Load Size	Max. Additional Initial File Load Size	Subsequent Max. Polite File Load Size	Subsequent Max. User Initiated File Load Size	Max. Animation & Video Length	Audio Initiation
Canal Vie (possible sections: Recettes, Maison, Santé/Beauté, Famille)	1024x120	1024x250	60 KB	5 KB	110 KB	2.2 MB; unlimited if streaming	30 sec. or less; unlimited with interaction	User-initiated (on click: mute/unmute); default is mute
Voyage Voyage (ROS)								
Actualité <sup>1</sup> Envedette <sup>1</sup> Fraichementpresse <sup>1</sup> Lookdujour <sup>1</sup> Muramur <sup>1</sup>								

<sup>1</sup>Please validate with your Account Manager if it is possible to target the entire site, or just a section

- Adheres to [IAB Specifications](#) for pushdown

#### Production Options

- Client can produce and host the creative
  - Our team can produce and host the creative
    - Please ensure to ask about the costs if we are to produce and host the unit
- Pushdown expansion/retraction may be initiated by either:
  - Page load/"Close X"
    - Uninitiated expanded panel closes automatically after 8 seconds.
    - Auto expansion must be third party frequency capped at 1 per user, per 24 hours.
  - Click anywhere to open/ Click anywhere to close.
  - Mouse- over/ Mouse-off
    - Hot Spot must not to exceed 1/4 size of ad.
    - The user must pause, a minimum 1 second over the "hot spot" of the ad before action may be initiated.
- All initiations must include a "Close X" on expanded pushdown that is initiated by click.
- Video must include play, pause, mute (and/or volume control to 0).
- Best practice: For times when the user's browser does not support creative functionality (Flash, HTML5), provide a standard 970x90 image file (GIF/JPG).

## Pushdown (970x90 or 960x90)

Brand	Dimension	Maximum Expanded Dimension	Max. Initial File Load Size	Max. Additional Initial File Load Size	Subsequent Max. Polite File Load Size	Subsequent Max. User Initiated File Load Size	Max. Animation & Video Length	Audio Initiation
<a href="#">CTB</a> , CTV News, Gusto, Sympatico.ca TSN <sup>1</sup>	970x90	970x415	60 KB	5 KB	110 KB	2.2 MB; unlimited if streaming	30 sec. or less; unlimited with interaction	User-initiated (on click: mute/un-mute); default is mute
Bravo, The Comedy Network	960x90	960x415						

<sup>1</sup> Adheres to [IAB Specifications](#).

## Billboard/Masthead: English (Multiple Sizes)

Brand	Maximum Expanded Dimension	Collapsed State	Max. Initial File Load Size	Max. Additional Initial File Load Size	Subsequent Max. Polite File Load Size	Subsequent Max. User Initiated File Load Size	Max. Animation & Video Length	Audio Initiation
CP24 <sup>1</sup> CTV News <sup>1</sup>	970x250	970x90 (or less)	80 KB	5 KB	1 MB	1.5 MB for creative files  10 MB total for creative and video combined  All videos must be progressive load. Cannot be streaming	30 sec. or less; unlimited with interaction. 30 sec max. If User initiated	User-initiated (on click: mute/un-mute); default is mute
Discovery <sup>1</sup>	970x250	970x90 (or less)						
MTV	955x250	955x50 (or full close)						
Gusto <sup>1,2</sup>	970x250	970x90 (or full close with "show ad" text)						
Much <sup>1,2,3</sup>	970x250	970x90 (or full close with "show ad" text)						
The Loop <sup>1,2,3</sup>	970x250	970x90 (or full close with "show ad" text)						
TSN <sup>1,4</sup>	970x250 "Close Ad X" button will collapse 100% and leave a "Show Ad" button	Full close ("Show Ad" text)						
	970x90	970x90						

<sup>1</sup> Adheres to [IAB Canada specifications](#). All rising stars require editorial approval prior to going live.

<sup>2</sup> Close button should be top-right and open button should not float outside of creative's area.

<sup>3</sup> For **Much** and **The Loop**, billboard is available on homepage and ROS.

<sup>4</sup> For **TSN**, Z-Index Value must be removed

## Billboard/Masthead: French (Multiple Sizes)

Brand	Maximum Expanded Dimension	Collapsed State	Max. Initial File Load Size	Max. Additional Initial File Load Size	Subsequent Max. Polite File Load Size	Subsequent Max. User Initiated File Load Size	Max. Animation & Video Length	Audio Initiation
Canal Vie <sup>2</sup> Canal D <sup>2</sup> Ztele <sup>2</sup> Vrak 13+ <sup>2</sup> Investigation Sympatico <sup>2</sup> Sympatico Sections <sup>2</sup> iHeart <sup>2</sup>	970x250  FERMER X (Close X) collapses ad 100% when clicked, with "Show Ad" (Ouvrir) button available that expands ad upon click	Expandable ad unit collapses to "Show Ad" text with icon (or 88x31 image), or "Show Ad" (Ouvrir) text/icon with residual branding in 62x88 px or 196x31 px image	80 KB	5 KB	1 MB			
Canalvie <sup>1,2</sup> CanalD <sup>1,2</sup> Ztele <sup>1,2</sup> Vrak 13+ <sup>1,2</sup> Investigation Sympatico <sup>1,2</sup> Sympatico Sections <sup>1,2</sup> <b>(except Autofocus, Hubvideo, Meteo)</b> iHeart <sup>2</sup>	970x250	Doesn't close	80 KB	n/a	n/a	1.5 MB for creative files  10 MB total for creative and video combined  All videos must be progressive load. Cannot be streaming	30 sec. or less; unlimited with interaction. 30 sec max. If User initiated	User-initiated (on click: mute/unmute); default is mute
RDS <sup>3,4</sup>	1105x250 1272x250	1105x120 1272x120 (Sponsorship section)	80 KB	5 KB	1 MB			
	n/a	1105x250 1272x250 (Superboard)						
	970x250	970x250 (Billboard)						
	970x250	970x90 (Retractable Billboard, starts out as 970x250, retracts to 970x90)						
Ballecourbe	n/a	1105x120						

<sup>1</sup> Brands do not adhere to IAB Canada specifications regarding the billboard close functionality, they allow a leave behind collapsed unit, or no leave behind at all.

<sup>2</sup> All media creativity products must be approved by a Web project manager and the editorial team before going live.<sup>3</sup> For RDS we will require responsive ad sizes of 970x90, 960x90, 728x90 and 320x50 for mobile web.

- See [in-banner video](#) file load specifications.
- Expansion of the ad can be initiated by either: click to expand/click to retract.
- Must include "Close X" on expanded panel. (Font: 8-16pt, 11-21px.)
- Video must include play, pause, mute (and/or volume control to 0).
- An open/close button must be available at all times in the right-hand corner:
  - top: 0
  - right: 0
  - width: 100px
  - height: 27px
  - Send two visuals in open/close state, in .SWF format. We will take care of open/close function.

<sup>4</sup> For RDS, add z-index 4 999 for any masthead.

## Homepage Takeover Products and Special Executions Skin/Wallpaper

Brand	Maximum Width (pixels)	Maximum Height (pixels)	Center width (pixels)	Safe Zone (from content edge on either side)	Max. File Size (KB)	Clickable (Y/N)
<b>English</b>						
<a href="#">Autofocus</a> <sup>5</sup>	2400	1800	985	405	150	Y
<a href="#">BNN</a> <sup>1</sup>	2560	800	980	136	150	Y
<a href="#">Bravo</a> <sup>1</sup>	1480	550	960	160	150	N
<a href="#">Comedy</a> <sup>1</sup>	1480	550	-	-	150	N
<a href="#">CP24</a> <sup>1</sup>	1280	679	970	155	150	Y
<a href="#">CTV UHP (Large)</a> <sup>3</sup>	2560	800	1278	136	150	Y
<a href="#">CTV UHP (Small)</a> <sup>3</sup>	2560	800	958	136	150	Y
<a href="#">CTV News</a> <sup>1</sup>	1280	679	970	155	150	Y
<a href="#">Discovery</a> <sup>1</sup>	2000	800	960	160	250	N
<a href="#">E! Online</a>	1500	1000	980	135	80	N
<a href="#">Etalk</a>	2000	800	960	150	150	Y
<a href="#">Gusto</a>	2000	900	1160	140x560	150	Y
<a href="#">iHeart</a>	700	1200	N/A	150 <sup>6</sup> x1000	150	Y
Marilyn	<i>(site does not support skin/wallpaper)</i>					
Much	<i>(site does not support skin/wallpaper)</i>					
<a href="#">MTV</a>	1520	900	952	170	250	N
Space	<i>(site does not support skin/wallpaper)</i>					
<a href="#">The Loop</a>	2000	2000	1150	160	150	Y
<a href="#">The Social</a>	2000	771	980	210	150	Y
<a href="#">TSN</a> <sup>1</sup>	2560	800	980	136	150	Y

Brand	Maximum Width (pixels)	Maximum Height (pixels)	Center width (pixels)	Safe Zone (from content edge on either side)	Max. File Size (KB)	Clickable (Y/N)
<b>French</b>						
<a href="#">Autofocus Fr</a> <sup>5</sup>	2400	1800	985	405	150	Y
<a href="#">Canald</a>	700	1200	N/A	150 <sup>6</sup> x1000	150	Y
<a href="#">Canalvie</a>	700	1200	N/A	150 <sup>6</sup> x1000	150	Y
<a href="#">iHeart</a>	700	1200	N/A	150 <sup>6</sup> x1000	150	Y
<a href="#">Investigation</a>	700	1200	N/A	150 <sup>6</sup> x1000	150	Y
<a href="#">RDS</a> <sup>1</sup>						
<a href="#">Accueil (HPO)</a>	1920	1000	1272	84	130	Y
<a href="#">Sections</a> <sup>7</sup>	1920	1000	1100	130	115	Y
<a href="#">Sympatico.ca (Accueil)</a>	700	1200	N/A	150 <sup>6</sup> x1000	150	Y
Sympatico.ca (Sections)						
<a href="#">Actualités</a>	700	1200	N/A	150 <sup>6</sup> x1000	150	Y
<a href="#">Envedette.ca</a>	700	1200	N/A	150 <sup>6</sup> x1000	150	Y
<a href="#">Lookdujour.ca</a>	700	1200	N/A	150 <sup>6</sup> x1000	150	Y
<a href="#">Muramur.ca</a>	700	1200	N/A	150 <sup>6</sup> x1000	150	Y
<a href="#">Fraichementpresse.ca</a>	700	1200	N/A	150 <sup>6</sup> x1000	150	Y
<a href="#">Voyage Voyage.ca</a>	700	1200	N/A	150 <sup>6</sup> x1000	150	Y
<a href="#">Vrak TV 13+</a> <sup>2</sup>	700	1200	N/A	150 <sup>6</sup> x1000	150	Y
<a href="#">Ztele</a> <sup>4</sup>	700	1200	N/A	150 <sup>6</sup> x1000	150	Y

### Skin/Wallpaper (Footnotes)

- <sup>1</sup> Click on the site's name for brand specific guidelines related to skins/wallpapers.
- <sup>2</sup> **Vrak:** Use texture for the center. Rules apply regarding the message, products and call to action. Check with Web Project Manager.
- <sup>3</sup> CTV site supports [Universal Homepage Package \(UHP\)](#). Browser width of 1452px and greater support the larger skin. Browser width of 1151px to 1451px support the smaller skin
- <sup>4</sup> **Ztele:** Use texture for background, check with Web Project Manager for information.
- <sup>5</sup> Skin is not available on homepage.
- <sup>6</sup> Additional 200 x 1000 pixel width available for Safe Zone that would only appear if wider screen resolutions allows. Please see spec [example](#).
- \* Templates are available
  - File format: static .JPG.
  - Must be sent no later than 7-business days prior to start date.
  - It is highly recommended to use fade out for borders and bottom of creative.
  - For Sympatico In Channel Sections only
    - Wallpapers can be booked for 3 days. 5 days for DVD and movies.
    - Wallpapers can be booked in ROS
    - Skin is ad-served by Bell Media only and must not interact with the 300x250
    - Skin may be clickable, but call to action must be present.
    - It is highly recommended to use fade out for borders and bottom of creative
- <sup>7</sup> Some section or special pages can have the same template as the Homepage (HPO). Contact your AM for more details

## Bell Media Domination Products

- Description: 1-day home page domination across Bell Media's top digital destinations.

Product Name	Platform	Language	Ad Units*	Creative Specs
BMDP Desktop EN	Web	English	728x90, 300x250	<ul style="list-style-type: none"> <li>• Standard ads only</li> <li>• Rich media not accepted</li> </ul>
BMDP Desktop FR	Web	French	728x90, 300x250, 320x50	
BMDP Mobile EN	Mobile Apps	English	320x50, 300x250	
BMDP Desktop & Mobile EN	Web, Mobile Apps	English	320x50, 300x250, 728x90	
BMDP Premium (BMDPP) Mobile EN	Mobile Apps	English	320x50, 300x250, 300x600, 970x550, 320x480, 1024x768	
BMDP Premium (BMDPP) Desktop & Mobile EN	Web, Mobile Apps	English	320x50, 300x250, 300x600, 970x550, 320x480, 1024x768, 728x90	
Bell Media News Domination (BMNDP) <sup>1</sup> EN	Web, Mobile Apps	English	320x50, 300x250, 728x90, 300x600, 970x550, 320x480, 1024x768	
Bell Media Entertainment Domination (BMEDP) <sup>2</sup> EN	Web, Mobile Apps	English	300x250, 728x90, 300x600, 970x550, 320x480, 1024x768	

\* Ad units may vary across platforms. Provide all available ad units to get the max amount of impressions.

<sup>1</sup> Bell Media News Domination targets BNN, CP24, CTV News only

<sup>2</sup> Bell Media Entertainment Domination targets CTV, Discovery, Bravo, Space, The Comedy Network, E!, The Loop only

## Homepage Elements (Extra)

CTV.ca Element	Dimensions	Format	File Size	Requirements & Details
<a href="#">Sponsorship Carousel Logo</a>	90x36px	JPG on white background or PNG	Maximum 10KB	Do not include tag lines, slogans or product images with the logo  Logos should not have a background and should be visible on white

### The Social Homepage Carousel Logo

- Dimensions: 90x50 pixels

### Sympatico.ca Homepage Infopane

Element	Dimension		Format	Max. File Size	Notes
Sympatico.ca Homepage Infopane	300x115 format (including the word "Daily Deals")	Image: 139x77 (5 KB max.)	static PNG / JPG	10 KB	<ul style="list-style-type: none"> <li>•Same advertiser cannot be online for two consecutive days; creative must change every day.</li> <li>•The image cannot contain brand or logo.</li> <li>•No product image should reveal a mark (for example, for promoting Tide detergent, the image of a washing machine is accepted, but not that of a Tide detergent box).</li> <li>•Bell is responsible for creating advertising (or validate if the client product) with the template provided without changing the design, colors or typeface. (image: 139x77, text: 60 characters)</li> <li>•Can be geo-targeted</li> </ul>
		Text: 60 characters max. (including spaces)			



### Much Masthead (Hard-coded) Takeover

- Availability: Homepage only
- Hard-coded with click tracking

Brand	Maximum Expanded Dimension	Collapsed State	Max. Initial File Load Size	Max. Additional Initial File Load Size	Subsequent Max. Polite File Load Size	Subsequent Max. User Initiated File Load Size	Format
Much Desktop (Hard-coded)	1200x500	1200x100	60KB	5 KB	1 MB	1.5 MB for creative files	Image (not video)
Much Tablet (Hard-coded)	992x400	992x80					
Much Mobile (Hard-coded)	320x500	320x150					



## Media Creativity Products

All creativity media product must be approved by a Web project manager and the editorial team before going live.

### Contest buttons

Brand	Dimensions	Max File Size	File format
Canal Vie Canal D Ztele Vrak 13+ <sup>1</sup> Investigation Envedette Fraichement Presse Look Du Jour Muramur Sympatico Voyage Voyage	300x100	40 KB	Static jpg

<sup>1</sup> VRAK Publicity label must be added to the creative. Please see with the Web project manager on the campaign for more information

### Tile Co-Brand

Brand	Dimensions	Max File Size	Count down
Canalvie <sup>1</sup> CanalD <sup>1</sup> Ztele <sup>1</sup> Vrak 13+ <sup>1,2</sup> Autofocus <sup>3</sup> EnVedette Fraichementpresse Lookdujour Muramur Sympatico Actualité VoyageVoyage	300x90 and 300x100	40 KB	Allowed

<sup>1</sup> Can be sold as ROS or sponsorship

<sup>2</sup> VRAK 'publicité' label must be added to the creative. Check with the Web project manager for more information

<sup>3</sup> Only available on article pages

- File format: static jpg or swf for countdowns.
- All creativity media product must be approved by a Web project manager and the editorial team before going live

### Scoreboard Sponsor

Brand	Dimensions (Desktop only)	Supported Formats	Max File Size	Notes
TSN	85x24, 180x40	.jpg, .gif	20 KB	N/A
RDS	225x75 (responsive ad sizes: 120x75, 44x75)	.jpg, .gif	40 KB	N/A
	Desktop only: Flip 731x75, with 225x75* (More info <a href="#">here</a> ) See <a href="#">example</a> .			Only on HPO (header width – 1272 pixels); must be combined with 225x75
	Desktop only: Flip 564x75, with 225x75*			Only on non-HPO sections (header width – 1105 pixels); must be combined with 225x75

\*Frequency cap must be set to 1 per day.

## E-Blast

Please refer to E-Blast specs [here](#).

## In-Stream Video (Pre-roll and mid-roll)

### Third Party Video Tags: VAST, VPAID<sup>1,2</sup>

Video files that have already been encoded and served through third party tags should follow below specs:

Definition	Aspect Ratio	Video Frame Rate	Video Length	Audio Initiation	Audio Sample Rate	Max File Size	Media File Type	Recommended Max Bitrate	Settings
Standard	4 :3 pixel aspect ratio 0.9  16 :9 pixel aspect ratio 1.21/1.22	30 fps (progressive)	Minimum = 15 seconds  Maximum = 30 seconds <sup>3</sup>	Always permitted	41kHz - Audio should be set to an average of -12 db with nothing peaking over -9 db	10MB	MP4  Codec: H.264 (baseline @3.1)	2.5Mbps  (or 2,500 Kbps)	Third party tags should be set to 100% fill within third party ad server
High	Pixel aspect ratio 1.0 square		Non-skippable  Secure (https)						

<sup>1</sup> VPAID tags should include both Flash and HTML5 (JavaScript) wrappers for compatibility across browser and platform where available

<sup>2</sup> VEVO doesn't accept VPAID

<sup>3</sup> VEVO cannot exceed 30 seconds for pre-roll

### Third Party Certification Process

If third party is not listed, tag must be evaluated, tested and approved prior to running. Send request to [AdOperationsSupport@bellmedia.ca](mailto:AdOperationsSupport@bellmedia.ca).

In order to monitor the quality of ad content on our network, Bell Media reserves the right to the following at any time:

- Monitor third party servers for performance and response times.
- Request a list and/or sample page of all creative currently live.
- The ability to require express approval of any creative additions or deletions.

### Legend

●	Functionally approved
■	Functional testing pending request

Third Party Ad Server	Format	Platform	Third Party Viewability Vendor	English Brands																
				Bravo	BNN	CP24	CTV News	CTV	Comedy	Discovery Canada	Space	MTV Canada	Much	Marilyn	The Social	TSN	The Loop	Gusto	E! Oneline	iHeart Radio
AdGear	VAST	Desktop, Mobile Web	-	•	•	•	•	•	•	•	•	•				•				
Atlas	VAST	Desktop, Mobile Web	-													•				
DFA	VPAID (Flash & HTML5)	Desktop, Mobile Web**	MOAT	•	•	•	•	•	•	•	•	•			•	•				
DFA	VPAID (Flash & HTML5)	Desktop only	Integral Ad Science	•		•		•			•			•	•	•				
DFA	VPAID (Flash & HTML5)	Desktop only	MOAT & Integral Ad Science					•							•					
DFA	VPAID (Flash & HTML5)	Desktop only	comScore					•							•					
DFA	VAST	Desktop, Mobile Web	-	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
EyeReturn	VAST	Desktop, Mobile Web	-	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Innovid	VAST	Desktop, Mobile Web	-	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Innovid	VPAID* (Flash)	Desktop only	-	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Innovid	VPAID* (HTML5)	Mobile Web	-		•	•	•								•					
Sizmek	VPAID (Flash & HTML5)	Desktop, Mobile Web**	MOAT					•							•					
Sizmek	VAST	Desktop, Mobile Web	-	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
TubeMogul	VPAID (Flash & HTML5)	Desktop only	TubeMogul			•	•	•						•	•					
TubeMogul	VAST	Desktop, Mobile Web	-			•	•	•						•						
Videology	VAST	Desktop, Mobile Web	-	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

\*Innovid VPAID: Overlays (interactive elements) require content and rate approval. Innovid to resize to ensure any interactive elements are not in the bottom 65 pixels of the player and aren't within the top 70 pixels of the player.

\*\* Mobile Web available on TSN, BNN, CTV News and CP24

Third Party	Format	Platform	iOS and Android Apps										
			Bravo	BNN	CP24	CTV News	CTV	Comedy	Discovery Canada	Space	TSN	RDS	
AdGear	VAST	iOS, Android	•	•	•	•	•	•	•	•	•	•	•
Atlas	VAST	iOS, Android										•	
DFA	VAST	iOS, Android	•	•	•	•	•	•	•	•	•	•	•
EyeReturn	VAST	iOS, Android	•	•	•	•	•	•	•	•	•	•	•
Sizmek	VAST	iOS, Android					•						•
TubeMogul	VAST	iOS, Android				•	•					•	•
Videology	VAST	iOS, Android	•	•	•	•	•	•	•	•	•	•	•

VPAID is not supported in-app

Third Party	Format	Platform	French Brands														
			Sympatico	En Vedette	Look du jour	Mur a mur	Voyage/Voyage	Fraichement Presse	Canal D	Canal Vie	Investigation Tele	Vrak	Ztele	RDS	iHeart Radio		
DFA	VPAID (Flash & HTML5)	Desktop only															
DFA	VAST	Desktop, Mobile Web	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
EyeReturn	VAST	Desktop, Mobile Web	•	•	•	•	•	•								•	
Sizmek	VPAID (Flash & HTML5)	Desktop only														•	
Sizmek	VAST	Desktop, Mobile Web	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
TubeMogul	VAST	Desktop, Mobile Web	•	•	•	•	•	•	•	•	•	•	•	•	•	•	

### FTP Info

If providing a digital file, it may be uploaded to the following ftp site:

- o FTP Host: ftp.int.bellmedia.ca
- o Login: Digitalmediaadmin
- o Password: 356preDar886

### Video Encoding Services Ad Specifications (Encoded by Bell Media)

Video files sent to be encoded and hosted on Bell Media servers should follow below specs:

OPTION 1: File Type: MXF (Preferred)	
Stream Type	MPEG-2 Transport or Program Stream
Wrapper	MXF- XDCAM HD422
Essence Format	MPEG HD
Video Codec	Sony XDCAM 422
Video Format	MPEG- 2 Long GOP
Frame Size	1920x1080
Aspect Ratio	16x9
Frame Rate	29.97
Bit Rate/Type	50 Mbps XDCamHD
Profile	4:2:2
Closed Captions	EIA708/608 + SCTE20 (optional)
Audio Stream Type	AES
Audio Bits	24bit
Audio Sample Rate	48kHz - Audio should be set to an average of -12 db with nothing peaking over -9 db
Audio Channels	8 Channels: Ch. 1- Left, Ch. 2- Right, OPTIONAL: Ch. 3- Center, Ch. 4- LFE, Ch. 5- Left surround, Ch. 6- Right surround, Ch. 7- Descriptive video left, Ch. 8- Descriptive video right

\*If source is only available in standard definition, please up-convert to MXF XDCAM-HD422, with pillar bars to maintain aspect ratio.

<b>OPTION 2: File Type: MP4</b>	
Container Format	MPEG-4
Container Codec ID	M4V
Container Overall Bit Rate Mode	Constant
Container Overall Bit Rate	15 000 Kbps
Video ID	1
Video Format	AVC
Video Format/Info	Advanced Video Codec
Video Profile	High@L4.1
Video Format Settings, CABAC	Yes
Video Format Settings, ReFrames	2 frames
Video Codec ID	avc1
Video Codec ID/Info	Advanced Video Coding
Video Bit Rate Mode	Constant
Video Bit Rate	14,000 Kbps
Video Width	1,920 pixels
Video Height	1,080 pixels
Video Display Aspect Ratio	16:9
Video Frame Rate Mode	Constant
Video Frame Rate	29.970 fps max
Video Color Space	YUV
Video Chroma Subsampling	4:2:0
Video Bit Depth	8 bits
Video Scan Type	Progressive
Audio ID	2
Audio Format	AAC
Audio Format/Info	Advanced Audio Codec
Audio Format Profile	LC
Audio Bit Rate Mode	Constant
Audio Bit Rate	192.0 Kbps
Audio Channel(s)	2 channels
Audio Channel Positions	Front: L R
Audio Sampling Rate	44.1 KHz
Audio Compression Mode	Lossy

## Available Mobile & Tablet App Ad Placements

Ad Format	News & Entertainment					Sports				Specialty Entertainment				Radio	
	CTV GO	CTV News GO	CP24 GO	CP24 Traffic	BNN GO	TSN GO	TSN Hockey	TSN Golf	RDS GO	Comedy GO	Space GO	Bravo GO	Discovery GO	iHeart Radio EN	iHeart Radio FR
<b>iPad</b>															
Pre-roll	•	•	•		•	•	•	•	•	•	•	•		•	•
Interstitial <sup>1</sup>	•	•	•		•	•	•	•	•	•	•	•	•		
970x550	•	•	•		•					•	•	•			
300x600	•	•	•		•					•	•	•	•		
300x250	•	•	•		•	•	•	•	•	•	•	•	•		
728x90						•			• <sup>2</sup>					•	•
320x50															
<b>Android Tablet</b>															
Pre-roll	•	•	•		•				•	•	•	•		•	•
Interstitial <sup>1</sup>	•	•	•		•				•	•	•	•	•		
970x550	•	•	•		•				•	•	•	•			
300x600	•	•	•		•					•	•	•	•		
300x250	•	•	•		•				•	•	•	•	•		
728x90									• <sup>2</sup>					•	•
320x50									•						
<b>iPhone</b>															
Pre-roll	•	•	•		•	•	•	•	•	•	•	•		•	•
Interstitial <sup>1</sup>	•	•	•		•	•	•	•	•	•	•	•	•		
300x250	•	•	•		•	•	•	•	•	•	•	•	•		
320x50		•	•	•		•			•					•	•
<b>Android Mobile</b>															
Pre-roll	•	•	•		•	•			•	•	•	•		•	•
Interstitial <sup>1</sup>	•	•	•		•	•			•	•	•	•	•		
300x250	•	•	•		•	•			•	•	•	•	•		
320x50		•	•	•		•			•					•	•
<b>BB10</b>															
Pre-roll		•				•									
300x250		•				•							•		
320x50		•				•									

<sup>1</sup>Please see **Available Mobile & Tablet Display Sizes – Interstitial** chart for available sizes

<sup>2</sup>728x90 is not available on all RDS sections. Please refer to [this chart](#) for a list of sections with the 728x90 unit.

- Brands not listed in above charts do not have equivalent mobile or tablet apps

### iOS and Android Apps

Category	Supported on	Dimensions	Supported Formats	Max File Size	Rich Media- Max. Expanded Dimensions
Display	Tablet	728x90	.JPG, .GIF, .PNG, DFA	40 KB	1024x768/ 768x1024
	Mobile Phone and Tablet	300x250			Mobile Phone: 320x480; Tablet: 1024x768/ 768x1024
	Mobile Phone ONLY	320x50		15 KB	N/A
Interstitial <sup>1</sup>	Mobile Tablet ONLY	1024x768		150 KB	N/A
		768x1024*			
	Mobile Phone ONLY	320x480		40 KB	N/A
480x320*					
Large Format	Mobile Tablet ONLY	300x600		150 KB	1024x768/ 768x1024
		970x550	N/A		

\*RDS: 768x1024 and 480x320 are not available.

<sup>1</sup>Please see chart below for interstitial sizes by brand

### Available Mobile & Tablet Display Sizes - Interstitial

Brand	Android Tablet		Android Phone		iPad		iPhone	
	1024x768	768x1024	320x480	480x320	1024x768	768x1024	320x480	480x320
TSN	No Android Tablet on TSN		•		•	•	•	
RDS	•		•		•		•	
CTV	•		•		•		•	
CP24	•		•		•	•	•	
BNN	•		•		•	•	•	
CTV News	•		•		•	•	•	
Bravo	•		•		•		•	
Space	•		•		•		•	
Discovery	•		•		•		•	
Comedy	•		•		•		•	

### BB10 App

Category	Supported on	Dimensions	Supported Formats	Max File Size
Display	Mobile Phone ONLY	320x50	.JPG, .GIF, .PNG	15 KB
	Mobile Phone and Tablet	300x250		40 KB

- Rich Media not available on BB10

## Accepted Third Party Ad Tags – Display

Brands		English															French							
		Bravo	BNN	CP24	CTV News	CTV	Comedy	Discovery Canada/US	EI	The Marilyn Denis Show	MTV	Canada	Much	The Social	Space	The Loop	iHeart Radio	TSN	RDS	Sympatico <sup>4</sup>	Vrak	CTB <sup>5</sup>	iHeart Radio	
Third Party	Format																							
<b>Third Party Ad Servers (Websites<sup>1</sup>) - Display</b>																								
Ad Butler	Display <sup>2, 6</sup>																							
Adcentric		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
AdGear		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Atlas Solutions		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Bridge Track		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
ContoBox		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Conservant/Mediaplex		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
DoubleClick (DFA)		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
eyeReturn		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
FlashTalking		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PointRoll/Sizmek		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Pictela		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Smart AdServer		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Spongecell		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
TubeMogul																								
Innovid																								
Neuranet/ Flexitive <sup>3</sup>	HTML5 Skin																				•		•	
<b>Third Party Ad Servers (Mobile &amp; Tablet Apps) - Display</b>																								
Ad Butler	Display <sup>2, 6</sup>																							
AdGear																								
Celtra (Rich Media)		•	•	•	•	•	•																	
DoubleClick (DFA)		•	•	•	•	•	•																	•
eyeReturn																								•

<sup>1</sup>Websites represent desktop and mobile websites

<sup>2</sup> HTML5 is accepted only when served via approved third party tag

<sup>3</sup> Sites are not built to support skins on mobile web

<sup>4</sup> Sympatico sites includes : Sympatico, Envedette, Lookdujour, Muramur, Voyage Voyage, Fraichementpresse, and Actualité

<sup>5</sup> Chaînes Télé Bell (CTB) includes: CanalD, CanalVie, Investigation and Ztele

<sup>6</sup> All Third-Party display tags must be secure (https)

If third party is not on above list, tag must be evaluated, tested and approved prior to running.  
Send request to [AdOperationsSupport@bellmedia.ca](mailto:AdOperationsSupport@bellmedia.ca).

In order to monitor the quality of ad content on our network, Bell Media reserves the right to the following at any time:

- Monitor third party servers for performance and response times.
- Request a list and/or sample page of all creative currently live.
- The ability to require express approval of any creative additions or deletions.



## Data Ownership, Privacy and Laws

Bell Media adheres to the IAB Canada Standard Terms and Conditions regarding use of collected data.

From page 16 XIII. d. i. and ii. of the [IAB Canada Standard Terms and Conditions](#):

*Unless otherwise authorized by Media Company in writing, Advertiser will not: (A) use Collected Data for Repurposing; provided, however, that Performance Data may be used for Repurposing so long as it is not joined with any IO Details or Site Data; (B) disclose IO Details of Media Company or Site Data to any Affiliate or Third Party except as set forth in Section XII(d)(iii).*

*Unless otherwise authorized by Agency or Advertiser, Media Company will not: (A) use or disclose IO Details of Advertiser, Performance Data, or a user's recorded view or click of an Ad, each of the foregoing on a non-Aggregated basis, for Repurposing or any purpose other than performing under the IO, compensating data providers in a way that precludes identification of the Advertiser, or internal reporting or internal analysis; or (B) use or disclose any User Volunteered Data in any manner other than in performing under the IO.*

## Viewability

### Viewability Terms:

- Bell Media will accept viewability tracking from above vendors on CPM campaigns only when appended to [accepted third party tags](#).
- We will continue to deliver and bill the campaign from the contracted CPM as indicated on the insertion order based on Bell Media numbers.
- Any content/keyword flags coded into the viewability tags must be disclosed to Bell Media prior to campaign going live.
- We do not bill off of in-view numbers or guarantee in-view compliance, nor offer make goods based on viewability.
- Viewability tags cannot usher in any other platform or vendor. Bell Media will pause any campaign where this behavior is detected.

## Nielsen Online Campaign Ratings (OCR)

- Bell Media will accept Nielsen OCR on Desktop CPM campaigns only when appended to [accepted third party tags](#).
- We will continue to deliver and bill the campaign from the contracted CPM as indicated on the insertion order based on Bell Media numbers.
- No make goods or cancellations accepted based on OCR reporting.
- Nielsen OCR tags cannot usher in any other platform or vendor. Bell Media will pause any campaign where this behavior is detected.

## Cache-Busting

- Cache-busting is required for all third party served campaigns.
- Placement of cache-busting parameters must be clearly indicated in the ad tag code.
- Third party served click URLs for hard-coded placements (text links, etc.) do not make use of cache-busting.

## Additional Ad Standards & Creative Guidelines

### Adobe Flash Conventions\*

- We accept Flash version 6-10.1 but NOT Flash 11,12 etc.
- Actionscript 2.0 and 3.0 are accepted (clickTAG examples below), IAB Canada recommends AS2 for Flash creative.
- Standard ads should be served as WMODE "Opaque".
- Floating ads should be served as WMODE "Transparent".
- clickTAG is case sensitive and must be formatted "clickTAG" and not "clickTag" or "clicktag"
- Flash is not compatible on iOS operating system, provide backup image

### Proper clickTAG implementation

The clickTAG variable is an industry-standard method of tracking Flash creative clicks; it allows Google to register where an ad was displayed when it was clicked on. Problems with Flash creative may result from an incorrect clickTAG implementation. To troubleshoot this implementation, make sure that:

The advertiser has inserted the clickTAG in the .fla file before converting it to the .swf file that is uploaded to DFP.

The clickTAG variable is properly implemented in the action of the button. In the getUrl() function of the action, make sure to specify the clickthrough URL as clickTAG and the target window as "\_blank". For example: getUrl(clickTAG,"\_blank");

### Actionscript 2 clickTAG example:

```
on (release) {
  getUrl(clickTAG,"_blank");
}
```

### Actionscript 3 clickTAG example:

```
Link_1.addEventListener(MouseEvent.CLICK, function(event: MouseEvent):
void { var sURL: String;
if ((sURL = root.loaderInfo.parameters.clickTAG)) {
navigateToURL(new
URLRequest(sURL), "_blank"); }
}
```

\*Display ads in Flash Format will no longer be supported after March 31. Please provide alternative creative formats for display ads after this date (example .jpg, gif or third-party tag).

## Rich Media Restrictions

- We do not support JAVA (not to be confused with JavaScript) due to security issues, in addition to performance issues and initial load times.
- Ad code using ILayer, Layer or NoLayer tags due to compatibility and stability issues.
- Mailto fields, as we cannot ensure the user will have a consistently good experience using ads with this functionality.

## Creative Notes

- Creative with a white background must have a solid 1-pixel border (black recommended).
- All Rich Media (In-Banner Video, Expandable, Floating, and IAB Rising Stars) must be [third party served](#) and must provide a standard GIF/JPG image backup file.
- Maximum animation and video frame rate is 30 FPS (frames-per-second)
- In-Stream Video ads (i.e. pre-roll video) that are served within a video player environment; should have audio that plays automatically.
- When an ad is clicked it must launch the advertiser's landing page in a new browser window.
- Impression Tracker tags must be secure (HTTPS)

## Bell Media Performance (CPC)

### Creative Design Specifications

Dimension	Creative Type	Max. File Size	Animation	Number of loops	Max. Duration	Max. Frames per second
728x90	GIF/JPG/Flash	40 KB	Yes	Unlimited as long as it ends after 30 seconds	30 seconds	30
300x250						
160x600						

- For desktop: 300x250 and 728x90 are required – 160x600 is optional
- For mobile: 320x50 and 300x250 are required – 300x50 and 728x90 are optional
- No rich media accepted.
- The creative must:
  - Be clickable at any moment throughout the duration of the animation.
  - Be a static image after 30 seconds.
  - Have a 1 pixel border minimum.
  - Have a clear call to action: i.e.: “click here”, “click here to register now”.
- Refer to the [Accepted Third Party Ad Tags](#)
- Offline tactics are not accepted in CPC creative content: Phone numbers, text messaging codes, etc.
- FScommand coding is not accepted by our system.

Accepted	Recommended
Flash Version (6 – 10.1)	Latest version
Action Script Version (2/3)	2
clickTAG syntax	clickTAG

## VEVO

For detailed VEVO specs please click [here](#)

Specs include Platform Pre-Roll (Desktop, Mobile, Living Room), Overlay Unit (Sponsorship only), Companion Banners and Custom Units (Branded Ticker)

- VEVO cannot exceed 30 seconds for pre-roll\*
- VPAID is not allowed on VEVO

\*Excludes VEVO O&O (vevo.com and vevo apps) which cannot exceed 15 seconds for pre-roll

*Updated Specs for Branded Ticker below (as of May 25<sup>th</sup>, 2016):*

### Branded Ticker (Desktop & Mobile)

<b>Site Served (Required)</b>	
<i>(Advertiser logo. Serves for 3 seconds along with "presented by" messaging in top-right corner of sponsored video content.)</i>	
<b>Aspect Ratio</b>	3:2
<b>Color</b>	<ul style="list-style-type: none"> <li>• White, 1-Color</li> <li>• Transparent Background</li> </ul>
<b>Web Ready (Advertiser provides ready-to-serve creatives)</b>	
<b>File Format</b>	<ul style="list-style-type: none"> <li>• PNG (preferred)</li> <li>• GIF</li> </ul>
<b>Max File Size per individual asset</b>	50 kb
<b>Dimensions</b>	<p><b>[required]</b> Three Versions (2x and 3x versions will serve to High DPR screens when appropriate)</p> <p><b>1x:</b></p> <ul style="list-style-type: none"> <li>• width: 75px</li> <li>• height: 50px</li> </ul> <p><b>2x:</b></p> <ul style="list-style-type: none"> <li>• width: 150px</li> <li>• height: 100px</li> </ul> <p><b>3x:</b></p> <ul style="list-style-type: none"> <li>• width: 225px</li> <li>• height: 150px</li> </ul>
<b>Vevo Logo Library (Vevo Creative Services)</b>	
<b>File Format</b>	<p>Vector (preferred)</p> <ul style="list-style-type: none"> <li>• SVG</li> <li>• Illustrator EPS</li> </ul> <p>High-Resolution Raster</p> <ul style="list-style-type: none"> <li>• PSD</li> </ul>

## Dynamic Ad Insertion (VOD)

Please refer to DAI specs [here](#).

## Appendix

### Radio Stations – All consolidated to iHeart Radio

<http://www.1011thefarm.com/>  
<http://www.610cktb.com/>  
<http://www.961bobfm.ca/>  
<http://www.am1150.ca/>  
<http://amqui.rougefm.ca/>  
<http://www.bigdog1009.ca/>  
<http://www.bigdog927.com/>  
<http://www.boomfm.com/>  
<http://www.bx93.com/>  
<http://www.capitalfm.ca/>  
<http://www.catcountry995.ca/>  
<http://www.chom.com/>  
<http://www.cj104.com/>  
<http://www.cjad.com/>  
<http://www.cjay92.com/>  
<http://www.cjbk.com/>  
<http://www.cjdccountry.com/>  
<http://www.cjfw.ca/>  
<http://drummondville.radionrj.ca/>  
<http://drummondville.rougefm.ca/>  
<http://estrie.rougefm.ca/>  
<http://www.foxrocks.ca/>  
<http://www.funny1060.com/>  
<http://gatineau.radionrj.ca/>  
<http://gatineau.rougefm.ca/>  
<http://www.htzfm.com/>  
<http://www.k-litefm.com/>  
<http://www.k93.ca/>  
<http://www.khj.ca/>  
<http://mauricie.radionrj.ca/>  
<http://mauricie.rougefm.ca/>  
<http://www.max1049.ca/index.aspx>  
<http://montreal.radionrj.ca/>  
<http://montreal.rougefm.ca/>  
<http://www.newstalk1010.com/>  
<http://www.oldsies1150.com/>  
<http://www.peacesunfm.com/>  
<http://quebec.radionrj.ca/>  
<http://quebec.rougefm.ca/>  
<http://rimouski.radionrj.ca/>  
<http://rimouski.rougefm.ca/>  
<http://rouyn.radionrj.ca/>  
<http://saguenay.radionrj.ca/>  
<http://saguenay.rougefm.ca/>  
<http://sherbrooke.radionrj.ca/>  
<http://www.star96.ca/>  
<http://www.thebearrocks.com/>  
<http://www.tsn1260.ca/>  
<http://valdor.radionrj.ca/>  
<http://winnipeg.virginradio.ca/>  
<http://www.1049jrfm.com/>  
<http://www.1073kool.fm/>  
<http://www.89xradio.com/>  
<http://www.919bobfm.com/>  
<http://www.939theriverradio.com/>  
<http://www.989thedrive.com/>  
<http://www.983flyfm.com/>  
<http://www.am580radio.com>  
<http://www.am800cklw.com>  
<http://www.bob.fm/>  
<http://www.cfax1070.com>  
<http://www.countrj105.fm/>  
<http://www.enerqy997.ca/>  
<http://www.kfun995.com/>  
<http://www.koolfm.com/>  
<http://www.1013virginradio.ca>  
<http://www.939bobfm.com/>  
<http://www.999bobfm.com/>  
<http://www.c100fm.com/>  
<http://www.cfra.com/>  
<http://www.chumfm.com/>  
<http://www.majic100.com/>  
<http://www.qmfm.com/>  
<http://www.teamradio.ca/>  
<http://www.thebeat.com/>

### Chaînes Télé Bell (CTB)

<http://www.canald.com/>  
<http://www.canalvie.com/>  
<http://www.investigatonte.com/>  
<http://www.vrak.tv/>  
<http://www.ztele.com/>

### Sympatico

<http://www.sympatico.ca/>  
<http://www.sympatico.ca/actualites/>  
<http://www.envedette.ca/>  
<http://www.lookdujour.ca/>  
<http://www.muramur.ca/>  
<http://www.voyagevoyage.ca/> <http://www.fraichementpresse.ca/>

## Mobile Radio Applications – All consolidated to iHeart Radio

Virgin Radio Vancouver	106.1 FM - EZ Rock Revelstoke
Virgin Radio Calgary	91.5 FM - EZ Rock Salmon Arm
Virgin Radio Edmonton	96.1 BOB FM
Virgin Radio Toronto	
Virgin Radio Montreal	99.5 FM Cat Country
Virgin Radio 103.1	100.9 Big Dog
97.5 Virgin Radio	Funny 1410
The Bear 100.3	Sun FM
The Bear 101.5	MAX 104.9
The Bear 102.3	K 93
CHOM 97.7	EZ Rock Summerland
CJAY 92	890 CJDC
Flow 93.5	EZ Rock -Terrace
Kool 105,3	CJFW FM
KOOL 107.3	EZ Rock - Kitimat
CHUM 104,5	EZ Rock - Kootenays
energy 99,7	Shore 104
FLY fm	Boom 106.5
QM FM	Boom 104.1
JR FM	NRJ Montréal 94.3
Majic 100,3	NRJ Québec 98.9
The Beat 94,5	NRJ Estrie 106.1
101.3 Virgin Radio	NRJ Mauricie 102.3
C100	NRJ Gatineau-Ottawa 104.1
BOB 99,9	NRJ Saguenay-Lac-St-Jean 94.5
BOB 107,3	NRJ Est du Québec 98.7
BOB 91,9	NRJ Drummondville 92.1
BOB 93,9	NRJ Rouyn-Noranda 99.1
89 X	NRJ Val d'Or 102.7
The River	Rouge fm Montréal 107,3
The Drive	Rouge fm Québec 107,5
Kfun	Rouge fm Estrie 102,7
Country 105	Rouge fm Mauricie 94,7
105.3 FM The Fox	Rouge fm Outaouais 94,9
97.1 Sun FM	Rouge fm Saguenay-Lac-St-Jean 96,9
97.7 HTZ-FM	Rouge fm Rimouski 102,9
105.7 Sun FM	Rouge fm Drummondville 105,3
Big Dog 92.7	Newstalk 1010
106.9 Capital FM	Newstalk 610
Oldies 1150	Newstalk 1290
AM 650	CJAD
Funny 1060	AM 1150
KHJ	TheTeam 1260
800 AM - EZ Rock	C Fax 1070
101.1 The Farm	CFRA 580
CJ 104	AM 800
1240 AM - EZ Rock Osoyoos	AM 580