

Gobid rtb bidder ad requirements

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Introduction

At this time Gobid RTB bidder (hereinafter referred to as the Bidder) can only be connected to one ad network - Google Doubleclick Ad Exchange (hereinafter referred to as Adx). Consequently, it is the ad requirements of the network that define most of the ad requirements of the Bidder.

In order not to copy the information as well as to avoid its becoming outdated, this document gives direct links to the Adx ad requirements and offers some explanations.

New ad creatives placed for serving are automatically sent to Google for moderation. It is only after moderation and approval that they are allowed into the exchange. Therefore, there is always an interval between placement start and actual impressions of an ad creative, which can last up to a day. If placement must be started at a designated time, we recommend that you place the ad creative

a few days before the designated start date and set a minimal budget (say, 1 ruble) for the Bidder to be able to send bid responses for the new ads to Google, thus initiating the process of their moderation.

Storing and serving of the media files

The media files are stored on the client side. The Bidder receives only links to files which have been uploaded in advance to an external resource of the client's choice. The main requirement to the media files storage is the agility of content retrieval on demand. We recommend that you store your media files in [Google Cloud Storage](#) or [Amazon Cloud Front](#).

The media files are served directly from the designated links without caching or downloading by the Bidder, i.e. the file from the storage is directly served into the user's browser. This requires making the media files available at the designated links throughout the whole ad campaign.

By agreement with the client, the media files can be stored on the Bidder side with the use of our content delivery network. In this case the client will be charged for every gigabyte of downloaded data. The amount of downloaded data for the accounting period is the sum of sizes of all media files of an ad multiplied by the number of impressions of this ad served within the period. If a media file has not been fully loaded (e.g., a video), the impression is still registered as complete, since it is currently impossible to count the exact percentage of a media file load for every impression.

Adx ad requirements

Since Adx partially uses Adwords inventory when serving ads, ad creatives must first of all comply with the [basic Adwords requirements](#).

The Adwords inventory used for serving at Adx is somehow enlarged by the inventory of Google Display Network (hereinafter referred to as GDN). Thus, one more group of requirements your ad creatives must comply with are [GDN requirements](#).

Don't be confused by the considerable volume of repeating information – in matters of argument observe the requirements which are the strictest.

The resources designated above contain Adx requirements to all kinds of ad material. Remember that the Bidder does not support all of them.

The current Bidder version supports the following creative types:

- IMAGE (*.jpg, *.jpeg, *.png, *.gif)
- FLASH (*.swf)
- HTML
- MRAID
- INTERSTITIAL

No other type of ads is currently supported.¹

Ad requirements for Russia

Due to the much harder line on Russian advertising legislation, Google formulated special requirements for ad creatives served within the Russian Federation. The official requirements cover only such product and service categories as [Healthcare and medicines](#), [Casinos and Gambling](#), as well as [Information Products](#) (e.g.: games, music, software, etc.). In fact, however, all ad placements served within the Russian Federation are subject to manual moderation, which considerably increases the time required for the preparation of a placement for its launch (up to 3 to 5 days).

Flash ad requirements

For the correct transferring of a tracking link in a flash ad, a certain construction is to be used:

```
on (release)
{
  if (clickTAG.substr(0, 5) == "http:" || clickTAG.substr(0, 6) == "https:")
  {
    getURL(clickTAG, "_blank");
  }
}
```

You can read more about tracking clicks in flash ads in the “Click tags” section of the [Adwords ad requirements](#).

Each flash banner must be accompanied by a relevant backup image of a suitable size, which will be served to a user when it is impossible to serve the primary content (e.g., if flash is disabled in the user’s browser).

A flash ad must support https tracking links.

¹ Contact your manager in order to verify the relevance of this information.

In light of the recent [announcement](#) of the Chrome Plugin Power Saver feature that may become the default as early as September 2015, we highly recommend that you build your creatives using HTML5 rather than Flash. Building in HTML5 will prevent your Flash ads from being automatically paused as well as avoid negative impact to performance and reach.

HTML ad requirements

The HTML banners must comply with the following requirements:

- All external references must be realized over https (See “SSL requirements”).
- Before being passed to JSON config, HTML content must be escaped with the help of any [online tool](#).
- HTML code must be valid. Please check it with any [online validator](#).
- HTML code must contain at least one {CLICK_URL} macro, which is used for tracking clicks and is replaced by a value when the ad is serving to the publisher. The following syntax of the macro used in html_content is correct:

```
<a href="{CLICK_URL[http://www.goffice.ru/]}" /a>
```

When the ad is sent to the publisher, {CLICK_URL[http://www.goffice.ru/]} is replaced by a tracking link, which records a click and redirects the user to the landing page at <http://www.goffice.ru/>.

Swiffy ad requirements

Google's [Swiffy](#) allows to convert the flash banner to the HTML5, so you could rotate it on the mobile devices. But the lack is the Swiffy's html is too large, so you have to put the swiffy's script into the external JS file which should be located on the client's CDN (check the «Storing and serving of the media files» part).

Moreover the click tracking code should be added as it shown on the below example:

Swiffy's converted html:

```
<!doctype html>
<html>
  <head>
    <meta charset="utf-8">
```

```
<meta http-equiv="X-UA-Compatible" content="IE=edge">
<title>Swiffy Output</title>
<script type="text/javascript"
src="https://www.gstatic.com/swiffy/v7.4/runtime.js"></script>
<script>
  swiffyobject = { ... };
</script>
<style>html, body {width: 100%; height: 100%;}</style>
</head>
<body style="margin: 0; overflow: hidden">
  <div id="swiffycontainer" style="width: 160px; height: 600px">
  </div>
  <script>

    var stage = new
swiffy.Stage(document.getElementById('swiffycontainer'),
              swiffyobject, {});

    stage.start();
  </script>
</body>
</html>
```

The same banner with the tweaks are made:

```
<!doctype html>
<html>
  <head>
    <meta charset="utf-8">
    <meta http-equiv="X-UA-Compatible" content="IE=edge">
    <title>Swiffy Output</title>
    <script type="text/javascript"
src="https://www.gstatic.com/swiffy/v7.4/runtime.js"></script>
    <script type="text/javascript"
src="https://www.clientcdn.com/swiffy160x600.js"></script>
    <style>html, body {width: 100%; height: 100%;}</style>
  </head>
  <body style="margin: 0; overflow: hidden">
    <a href="{CLICK_URL[http://www.landingpage.com]}" target="_blank">
    <div id="swiffycontainer" style="width: 160px; height: 600px"> </div>
    </a>
    <script>

      var stage = new
swiffy.Stage(document.getElementById('swiffycontainer'),
              swiffyobject, {});

      stage.start();
    </script>
  </body>
</html>
```

SSL requirements

Due to the fact that as of July, 1, 2015 Google has completely shifted to [secure content](#), when using the Bidder, you should store your media files in secure resources (the links to media files you provide must support https², otherwise they will not be accepted). The same rule holds good for links to external resources used within flash ads. Let's assume that your flash ad uses up-to-date discount information, which is received at the same time as the ad is downloaded from a resource to the client website. The ad and the external resource must exchange data over https, otherwise the ad will be rejected during moderation.

Mobile devices

The Bidder supports not only web traffic, but in-app traffic as well. Both types of inventory are united in a single stream, and the Bidder makes no distinction between them. In order to ensure that your ads can be displayed in mobile apps, make sure they comply with [Adx requirements for mobile in-app ads](#). Besides, we recommend that you adhere to Google's [best practices](#), when creating your mobile ad material. Remember about the restrictions that are imposed on ad creatives served by mobile devices. In particular, flash ads cannot be displayed on mobile devices.

MRAID Ad Requirements

When served in a mobile app, an ad loses many of its functions supported by any standard browser. In order to ensure correct functioning of HTML ads in mobile apps, IAB introduced [MRAID](#) – a standardized API for rich media ads served into web apps. If you want your HTML banners to be displayed correctly and work in every mobile app, make sure they are MRAID compatible.

MRAID ad requirements are the same as HTML ad requirements; there is only one addition necessary for the correct functioning of a MRAID ad - a request for mraid.js:

```
<script type="text/javascript" src="mraid.js"></script>
```

² The tracking link where the user is redirected to can be of any kind.

INTERSTITIAL Ad Requirements

An INTERSTITIAL is a MRAID ad that expands to the full screen size when served. Consequently, an INTERSTITIAL doesn't have to send its size to config (width and height fields will be ignored). Due to technical limitations of Google Ad Exchange an exact match of the banner size to the screen size is currently impossible; however, Google Ad Exchange guarantees that an INTERSTITIAL ad served in a mobile app will occupy at least 50% of the screen width and at least 40% of its height.

Required ad sizes

The most popular sizes for web placements in Russia:

- 728x90
- 320x50 (mobile in-app traffic)
- 300x250
- 160x600
- 970x90
- 336x280
- 240x400
- 468x60
- 200x200
- 250x250

The most popular sizes for interstitial placements in Russia:

- 1280x752
- 1024x768
- 768x1024
- 640x960
- 600x500
- 480x320
- 336x280
- 320x480
- 300x250
- 360x640

- 640x360
- 1024x552
- 600x976
- 1024x720
- 601x914
- 962x553
- 601x962
- 962x601
- 600x1024
- 1024x600

Checking banner status

If you do not register any impressions of the ad on the day after it was placed for serving – but the bidding process is in action – check with your manager to find out which status the ad has.