



CREATIVE DISPLAY GUIDELINES

Submit all creatives to your Campaign Manager FIVE (5) days prior to campaign launch. Any creatives received after the due date may delay the start of a campaign.

All HTML5 or rich media creative must be served by a third party. Outside does NOT have the ability to create or serve rich media. If a client sends an HTML5, please be sure to have the following [requirements](#) included for this format.

All third party tags (creative serving AND tracking-only) and accompanying technologies being served by tags must be SSL compliant (HTTPS). Outside will not offer makegoods for non-compliant tags. In most cases, third party tags are recognized by Google and the macros are applied. However, there are instances when a tag isn't recognized; when this occurs, Outside will request instructions for macro insertion to guarantee proper impression and click tracking.

Campaigns served via a third party ad server must grant OnlineAdops@OutsideMag.com reporting access within ONE (1) day of campaign launch

MAX of THREE (3) individual creatives in rotation at one time

MAX ONE (1) creative or landing page swap per month

All ads with a white background require a 1px black border

GENERAL DISPLAY GUIDELINES

AD NAME/SIZE	DEVICE	ACCEPTED FORMAT	FILE SIZE	ANIMATION	SERVING/TRACKING OPTIONS	PLACEMENT FEATURES
Pencil Leaderboard 970x90 OR 970x66	desktop tablet	JPG, GIF, 3rd party tags	100k initial; 300k polite max (200kb max for 3rd party tags)	:15 sec animation max	site served or 3rd party served (see <i>Approved Vendors and Data Policy</i>)	-no expansion
Billboard 970x250	desktop tablet	JPG, GIF, 3rd party tags	100k initial; 300k polite max (200kb max for 3rd party tags)	:15 sec animation max	site served or 3rd party served (see <i>Approved Vendors and Data Policy</i>)	-no expansion
Leaderboard 728x90	desktop tablet	JPG, GIF, 3rd party tags	75kb initial; 150k polite max (300kb max for 3rd party tags)	:15 sec animation max	site served or 3rd party served (see <i>Approved Vendors and Data Policy</i>)	-no expansion
Half Page 300x600	desktop tablet	JPG, GIF, 3rd party tags	100k initial; 300k polite max (400kb max for 3rd party tags)	:15 sec animation max	site served or 3rd party served (see <i>Approved Vendors and Data Policy</i>)	-no expansion

Mobile Leaderboard 300x50 OR 320x50	mobile	JPG, GIF, 3rd party tags	50kb max (100kb max for 3rd party tags)	N/A	site served or 3rd party served (see <i>Approved Vendors and Data Policy</i>)	-no expansion -no unique tags per device
Medium Box 300x250	desktop tablet mobile	JPG, GIF, 3rd party tags	80k initial; 200k polite max (400kb max for 3rd party tags)	:15 sec animation max	site served or 3rd party served (see <i>Approved Vendors and Data Policy</i>)	-no expansion
Horizontal Logo 88x31	desktop tablet mobile	PNG only	10k max	N/A	site served (click trackers accepted)	-background must be transparent; if logo is black or white, the inverse option must be sent
Video Pre-roll 1280x720	desktop tablet mobile	MOV, MP4, MPEG, VAST tags	80MB	:15 sec or :30 sec video; :30 sec video must be skippable after :15 seconds	site served or 3rd party served (see <i>Approved Vendors and Data Policy</i>)	-16:9 aspect ratio -can accept up to TWO (2) pre-roll videos and up to THREE (3) tracking tags per video

NEWSLETTER NETWORK + DEDICATED EMAIL BLAST GUIDELINES

AD NAME/SIZE	DEVICE	ACCEPTED FORMAT	FILE SIZE	ANIMATION	SERVING/TRACKING OPTIONS	PLACEMENT FEATURES
Newsletter Leaderboard 728x90	desktop tablet mobile	JPG or GIF	150k	N/A	site served (click trackers accepted)	-creative scales depending on device
Newsletter Medium Box 300x250	desktop tablet mobile	JPG or GIF	150k	N/A	site served (click trackers accepted)	-creative scales depending on device
Dedicated Email Blast	desktop tablet mobile	JPG or GIF	150k	N/A	cannot accept 1x1s	client to provide: 580-x300 branded image w/company logo -promotional copy (300-500 characters max) -click thru URL -1x1 click trackers accepted

DIGITAL REQUIREMENTS

ANIMATION

- Auto animation of all formats can run for a maximum of :15 seconds. Looping creative is NOT allowed

SOUND

- All sound must be user initiated and must have clear directions on how to mute
- Audio can start with user-initiated video play

FREQUENCY CAPS

- Frequency caps can be applied to campaigns at advertiser request. Due to impression availability, Outside must be made aware of desired frequency caps before campaign activation.
- All frequency caps must be implemented via Outside's ad server. Frequency caps CANNOT be set within third party ad server.

CLICKING TO OTHER WEBSITES

- Any click interactions that initiates the load of a new web page must open that page in a new browser window.
- A click-thru can launch only one new browser window
- Any click-thru included with an ad must take users to the web site of the advertiser who purchased the ad space unless otherwise provided written permission by the other site
- Mouse-over interaction cannot link a user to a new website

INTERACTIVE FUNCTIONALITY

- All functionality visually indicated within ads must be working and not designed to deceive
- "Close" or "Skip" buttons must function as labeled and cannot link users to a new website

APPROVED 3rd PARTY AD SERVERS

- DoubleClick (DFA/DCM)
- Sizmek
- Flashtalking

APPROVED BRAND SAFETY VENDORS

- DoubleVerify (cannot accept INS tags)
- Integral Ad Science

APPROVED AD VENDORS FOR VAST TAGS (PRE_ROLL)

- DoubleClick
- Sizmek
- Innovid (Outside CANNOT become Innovid certified due to inventory limitations)

DATA COLLECTION + USE POLICY

OUTSIDE ONLINE DATA POLICY

No third parties may collect or use any data gathered from Outside Magazine's digital products without the express written permission of Outside Magazine.

This data includes but is not limited to:

- Outside Online web site or platform usage, behaviors and clickstream data
- Traffic patterns or analytics related to OutsideOnline.com users and site usage
- Context, content and any identifying marks of Outside Online

Outside Online reserves the right to ask advertisers or agencies to remove third party tracking at any time during the campaign for any reason.

ADVERTISERS & AGENCIES

Advertisers, their agencies, vendors and other advertising-related third parties are prohibited from collecting user data on OutsideOnline.com or any other Outside Magazine digital properties. These third parties may not capture this data for subsequent ad segmentation or targeting information, or for retargeting messages, to those users, on other web sites.

If any advertisement or associated data elements are deemed in conflict with the policies, the advertiser or agency will be notified so that modifications can be made.

In addition, all advertising-related data activity by a third party on any digital platforms of Outside Magazine (e.g., via any advertising unit, widget, pixel, script or other data element) must be disclosed and pre-approved in the insertion order and contract.

Any campaign running brand safety tags must let Outside Online know blocking parameters prior to campaign launch to prevent discrepancies. Blocking tags cannot run on sponsorship placements. **Outside cannot optimize campaigns running brand safety tags on viewability due to ad load lag.**

TECHNICAL AND PROCESS GUIDELINES FOR ALL THIRD PARTIES

The following guidelines must be adhered to on OutsideOnline.com or on any of Outside Magazine's other digital properties:

PROCESS GUIDELINES

- All pixels, cookies, scripts or other tracking technology must be disclosed and pre-approved prior to running. Any of the previously mentioned, which collects Personally Identifiable Information (PII), browsing history, or other information that can be "tied back" to PII are prohibited.
- The use of mechanisms that store or retrieve data on OutsideOnline.com must comply with Privacy Policy.
- The domain owner of the cookie must supply Outside Magazine with a link to the end-user Privacy Policy. This Privacy Policy MUST contain clear instructions on the process to opt out of the domain owner's services controlled by that cookie.
- Cookies can only be set as the result of active user engagement (click-through, rich media interaction, etc).
- No cookie may be used for the purposes of retargeting, behavioral remarketing, or targeting any advertisements, segment categorization or any form of syndication
- All cookies must contain a functioning expiration date and expire less than 12 months from the time the cookie is set.
- Pixels may not add to the overall page latency during loading.
- Pixels must be able to support 4,000 seconds of http traffic.
- Pixels can only load after the online advertising unit itself loads using a "polite download" technique.
- Pixels may only trigger a single DNS lookup.
- Flash cookies, HTML5 storage or any forms of Locally Stored Objects on users' computers or technology devices are prohibited.
- JavaScript files may not exceed 1K in size.
- Redirects are not permitted. Only direct requests can be made.

VENDORS NOT ACCEPTED BY OUTSIDE ONLINE

Outside Online does not currently accept tags from the following vendors. If your tags contain any of the below vendors, Outside Online will request you remove the tags. Failure to adhere can result in pausing of campaign or termination of contract. Any concessions to the below vendors will need to be agreed upon in writing prior to insertion order approval.

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|-----------------------|----------------|-------------------|
| • 1 by AOL | • Datalogix | • Rubicon Project |
| • Adara | • Krux Digital | • Sitescout |
| • Adroit Interactive | • Lotame | • Sovrn |
| • Aggregate Knowledge | • LiveRamp | • The Trade Desk |
| • AppNexus | • MediaMath | |
| • Arrivalist | • PubMatic | |
| • BrightRoll | | |