



**!** IMPORTANT

**For Web Banners to Be Created by Design Studio:**

- Agency to send source files: layered PSD files with high res images, Illustrator files, logos (vector files), and fonts.
- If agency has a specific direction in mind for the animation, please include a storyboard or animated GIF to demonstrate frame to frame transitions.

**PRODUCTION CHECKLIST** ▼

Please use the checklist to ensure all materials you submit meet the Ad Council's specifications.

Please submit all files and required forms via link to the appropriate Ad Council Campaign Manager.

Campaign: \_\_\_\_\_

Agency Contact: \_\_\_\_\_

- Artwork, fonts, source files, static and (or) packaged HTML5 animated banner files and access instructions provided to the Ad Council via staging server or e-mail
- The Ad Council and sponsor organization logos appear in the last frame, *at minimum*
- The Ad Council is aware of any special requirements of the ad(s)
- Multiple creative executions and ad sizes are available
- Ads fit the required dimensions and file sizes
- Ads have 1 pixel contrasting border
- Include a static jpg backup or end frame
- Include a backup (static JPG) version for each animated banner
- Name files as follows:
  - Animated Banners: adc\_Campaign\_Ad title\_Size.Extension (For example: adc\_RET\_TheAvoShow\_300x600\_HTML5.zip)
  - Static Banners: adc\_Campaign\_Ad title\_Size\_Static.Extension (For example: adc\_RET\_TheAvoShow\_300x600\_static.jpg)
- Files are produced for use on [DoubleClick Campaign Manager](#) ad server
  - Banners are created in HTML5, SSL compliant
  - Must have a "clickTag"
  - Animation must stop after 15 seconds

**PLEASE NOTE:** All materials must be at the Ad Council two weeks prior to the scheduled campaign distribution date. Please discuss this date with your campaign manager. Rich media ads will be produced only if there are guaranteed ad placements.