MORNINGSTAR®

Standard Display Ad Specs

Rich Media Ad Specs

Ad Units (Creative Unit Name)	Initial Dimensions (WxH in pixels)	Ad Format	Maximum Expanded Dimensions	Max Initial File Load Size	Max Subsequent/ Polite Load Size	Total Network Load*	Animation/Video Guidelines	Max # of Intial Load File Requests / Total # of Requests	Max Static Image File Size	Borders Required Y/N	3rd Party Tags Accepted Y/N	IAS Monitoring Tags Accepted Y/N	Notes (See also Heavy Ad Guidelines)
Leaderboard	728x90	HTML5, GIF, JPG	Expansion not allowed for this unit.	150 KB	300 KB	Cannot exceed 800 KB	3 loops max, 15 sec max animation length Video not allowed for this unit.*	10 / 100	250 KB	Y	Y	Y	An ad should not impose more than 30% CPU utilization during the first 30s upon load. This translates to 12s total of CPU consumed.*
Rectangle	300x250	HTML5, GIF, JPG	Expansion not allowed for this unit.	150 KB	300 KB	Cannot exceed 800 KB	*Same as Leaderboard	10 / 100	250 KB	Y	Y	Y	*Same as Leaderboard
Half Page	300x600	HTML5, GIF, JPG	Expansion not allowed for this unit.	150 KB	300 KB	Cannot exceed 800 KB	*Same as Leaderboard	10 / 100	250 KB	Y	Y	Y	*Same as Leaderboard
Skyscraper	160x600	HTML5, GIF, JPG	Expansion not allowed for this unit.	150 KB	300 KB	Cannot exceed 800 KB	*Same as Leaderboard	10 / 100	250 KB	Y	Y	Y	*Same as Leaderboard
Intro Ad	760x500 or 970x250 (additional 300x250 required to serve on mobile)	HTML5, GIF, JPG	Expansion not allowed for this unit.	150 KB	300 KB	Cannot exceed 800 KB	*Same as Leaderboard	10 / 100	250 KB	Y	Y - 1x1 trackng tags only	Y	*Same as Leaderboard
Premium Button	195x90	HTML5, GIF, JPG	Expansion not allowed for this unit.	80 KB	160 KB	Cannot exceed 800 KB	*Same as Leaderboard	10 / 100	80 KB	Y	Y	Y	*Same as Leaderboard
Standard Button	120x60	HTML5, GIF, JPG	Expansion not allowed for this unit.	80 KB	160 KB	Cannot exceed 800 KB	*Same as Leaderboard	10 / 100	80 KB	Y	Y	Y	*Same as Leaderboard
Large Button	300x50	HTML5, GIF, JPG	Expansion not allowed for this unit.	80 KB	160 KB	Cannot exceed 800 KB	*Same as Leaderboard	10 / 100	80 KB	Y	Y	Y	*Same as Leaderboard
Logo Button	88x31	GIF, JPG	Expansion not allowed for this unit.	80 KB	160 KB	N/A	*Same as Leaderboard	10 / 100	80 KB	N	Y	Y	*Same as Leaderboard
Sponsored Search Textlink	40 characters for one line of text, 65 characters for two lines of text (both limits include spaces)	Text	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N	Y - 1x1 trackng tags only	Y - 1x1 trackng tags only	N/A
65-character Textlink	65 characters, including spaces	Text	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N	Y - 1x1 trackng tags only	Y - 1x1 trackng tags only	N/A

MORNINGSTAR®

Standard Display Ad Specs

eNewsletter Specs

Ad Units (Creative Unit Name)	Initial Dimensions (WxH in pixels)	Ad Format	Maximum Expanded Dimensions	Max Initial File Load Size	Max Subsequent/ Polite Load Size	Total Network Load*	Animation/Video Guidelines	Max # of Intial Load File Requests / Total # of Requests	Max Static Image File Size	Borders Required Y/N	3rd Party Tags Accepted Y/N	IAS Monitoring Tags Accepted Y/N	Notes (See also Heavy Ad Guidelines)
Rectangle	300x250	JPG or GIF (may be animated)	Expansion not allowed for this unit.	N/A	N/A	N/A	GIF may animate	N/A	100KB	Y	1x1 impression and click trackers only	N	

References

https://www.iab.com/wp-content/uploads/2019/04/IABNewAdPortfolio_LW_FixedSizeSpec.pdf

https://advertiseonbing.blob.core.windows.net/blob/bingads/media/library/creative-specs/Microsoft_display_ads_performance_standards.pdf

MORNINGSTAR®

Heavy Ads Guidelines

Heavy Ads

Morningstar does not allow resource-heavy ads run on our websites. A Heavy Ad takes an excessive amount of network bandwidth and battery power to render on the browser and thereby creates a negative user experience. This includes making the page slow to render, draining device battery and consuming data.

Morningstar requires the following:
- Total Network Load under 800KB
- Maximum Polite loads/ subload under 400KB
- Max # of Intial Load File Requests: 10
- Max # of Requests: 100
- An ad should not impose more than 30% CPU utilization during the first 30s upon load. This translates to 12s total of CPU consumed.

Chrome will unload (or block) ad iframes that use an egregious amount of CPU or network bandwidth as part of their 'heavy ad intervention' feature.

Heavy Ad criteria

An ad is considered heavy if the user has not interacted with it (for example, has not tapped or clicked it) and it meets any of the following criteria:
- Uses the main thread for more than 60 seconds in total
- Uses the main thread for more than 15 seconds in any 30 second window
- Uses more than 4 megabytes of network bandwidth

Reference
Google
https://developers.google.com/web/updates/2020/05/heavy-ad-interventions#heavy_ad_criteria

Microsoft Heavy Ad Detection and Performance Standards
https://advertiseonbing.blob.core.windows.net/blob/bingads/media/library/creative-specs/Microsoft_display_ads_performance_standards.pdf

All resources used by any descendant iframes of the ad frame count against the limits for intervening on that ad. It's important to note that the main thread time limits are not the same as elapsed time since loading the ad. The limits are on how long the CPU takes to execute the ad's code.

MORNINGSTAR®

Video Pre-Roll Specs

Resolution
1920x1080 (16:9) aspect ratio
Typical resolutions are:
‣ 1280x720 for 720p
‣ 1920x1080 for 1080p

Max File Size and Type
5-30 secs, 30 fps max, 10 Mbps, H.264 Encoded MP4 File Type

Click URL
Click-through URL, if desired

Video Interlacing
Progressive scanning, ie non-interlaced. No intra-field motion (blended frames) or interlacing

3rd Party Tags
VAST or 1x1 impressions & click trackers

Video Target Bitrate*
‣ 1500-2500 kbps for 720p
‣ 2500-3500 kbps for 1080p

Audio Codec
AAC-LC or HE-AACv1

Video Targt Bitrate*
‣ 128-192 kbps for AAC-LC
‣ 64-128 kbps for HE-AACv1

IAS Monitoring Tags
Accepted

*Best Practice: The target bitrate recommendations are based on a video bit per pixel (VBPP) within the range of 0.05 to 0.1 using the formula preceding this table. Creative bitrate may exceed the specified ranges depending on the content of the ad and publisher requirements. A file will end up being approximately 1.5 MB per 15 seconds at 1000 kbps bitrate, but this may vary depending on ad content.

MORNINGSTAR®

Dedicated Email Specs

Please find below our recommended specs for Dedicated Email:

Height
unlimited

Width
within 800px

File Size
▸ It is recommended that the file size is kept small, especially since emails are viewed on mobile devices.
▸ If it is a plain HTML e-mail without any images it should be less than 25K.
▸ If there are images, please do not exceed 100K.

Subject Line Character Limit
70 (including spaces and advertiser name)

Required at Time of Material Submission
▸ HTML file built for email client
▸ Text file

There are no image hosting requirements.

Subject line – please note the following two requirements:
▸ In order to clearly indicate that the content is coming from the advertiser and not Morningstar, the subject line must be in this format: "Advertiser Name: Subject line"
▸ In addition, "Morningstar" may not be mentioned in the subject line under any circumstance
▸ 3rd party 1x1 tracking tags (if tracking will be provided)
▸ Proof list
▸ Seed list

From/Reply
morningstar@mailing.morningstar.com

Detailed Specs
▸ E-mail delivery begins at 10am on the scheduled date. Morningstar needs all content seven days prior to mail date.
▸ The advertiser will see test samples of all versions of the e-mail campaign for approval prior to the mail date.
▸ E-mail is sent via Multipart—HTML/Text combination. The recipient's browser settings determine which version is served.
▸ All dedicated e-mails include a text version for those who are unable to view HTML.

MORNINGSTAR®

Dedicated Email Specs Continued

Guidelines
- Build HTML for email clients (ie: Outlook, Yahoo, Gmail, Hotmail, AOL, Lotus, Entourage, etc.) not Internet browsers (ie:IE6, IE7, IE8, FireFox, Chrome, Safari).
- Improper DOCTYPE may cause layout issues.
- The DOCTYPE declaration affects the way some browsers and clients render HTML content. As a default, you should use XHTML
- 1.0 Transitional: http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd.
- Use only inline CSS styles.
- Use tables for layout instead of CSS.
- Make sure your content resides inside the <body> tag.
- Use <div> tags instead of <p> tags to wrap blocks of text.
- Reset margins on divs via inline styles, use padding for spacing.
- Use embedded <font> tags in conjunction with inline CSS to format text.
- For more consistent layout, set height and width attributes only on elements.
- Do not use images for border effects. The better approach is to use a background color on a td element. For example: . Do not use shorthand hex values (#000).
- Avoid nesting more than two tables in your layout.
- No more than 25% of the real estate in your email template should be image-based. At least 3/4 of the email should be readable without images.
- Do not use transparent spacer gifs.
- Do not use images for borders.
- Add alt attributes to images that feature important content.
- Avoid white space between table cells. Spaces between the closing tag of one cell and the opening tag of another should be removed to avoid gaps and layout issues.
- We recommend you provide a link in your email to view an html version of the creative via a browser. HTML does not render the same way in every client or browser which might result in some variation of the final display.
- It is recommended that the width of the email be around 600px-800px. Vertical height can vary. Email size should be kept under 500KB. No animation is allowed.

Text Email Format
Line Spacing
- Use carriage (hard) returns at the end of each line.
- Use blank lines to separate paragraphs.

Font Type
Monospaced font—Courier (not Courier New)

Font Size
10 pt (one uniform font size for entire document)

MORNINGSTAR®

Dedicated Email Specs Continued

Footnotes
Use only standard typwriter keyboard letters, numbers, and symbols.

Tab/Indentations
Avoid tabs/indentations whenever possible. If required, use spaces instead of tabs, knowing that they might not line up.

Tables
Avoid use of tables.

URL Formatting
Please make sure the http:// is included. The URL cannot wrap to a second line. AOL URL formatting automatically done via Morningstar.com e-mail process.

Symbols
- Monospaced font—Courier (not Courier New)
- One font size, 10pt
- Use only standard typewriter keyboard letters, numbers, and symbols
- Use a number (1,2,...) or an asterisk (*)

Avoid High ASCII Characters
- Registration Mark ®
- Copyright ©
- Service mark^{SM}
- Trademark™
- Quotes "
- Apostrophes '

---

*Best Practice: The target bitrate recommendations are based on a video bit per pixel (VBPP) within the range of 0.05 to 0.1 using the formula preceding this table. Creative bitrate may exceed the specified ranges depending on the content of the ad and publisher requirements. A file will end up being approximately 1.5 MB per 15 seconds at 1000 kbps bitrate, but this may vary depending on ad content.

MORNINGSTAR®

Apple News Ad Specs

Reference

Ad Specifications for Apple News
- Refer page 4 : Design Considerations
- Refer page 7 : Standard Banner Specifications - majority of our ad run in this size
  https://static1.squarespace.com/static/54bdcba5e4b08f92b173441f/t/5dc05e93ece90e0e11bb8290/1572888219234/News-Ad-Specifications.pdf

IAB Banner Specs
https://support.apple.com/guide/adguide/iab-banner-specs-apd9c9243bfc/1.0/icloud/1.0

Ad Specifications for Apple News
https://support.apple.com/guide/adguide/ad-specifications-for-apple-news-apda0878bbd9/icloud

Rendered Display Information
https://support.apple.com/guide/adguide/rendered-display-information-apdcdc293e0d/icloud