

GOLF.com

Digital Ad Specs 2021

[GOLF.COM](https://www.golf.com)



Digital Ad Specs

LEAD TIMES

DISPLAY

FLEX ADS

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GOLF.COM DATA
COLLECTION POLICY

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LEAD TIMES

Standard and Rich Media Creative:

Three (3) business days - following receipt of creative within spec

- HTML5, 3rd party redirects, pre-roll video ads, or static images (.jpg/.gif/.png)
- All rich media must be 3rd party/rich media vendor served

Custom Ad Units:

- Seven (7) business day turnaround, which includes gathering of assets, outsourcing to vendor, and QA.

Research Surveys - Digital advertising effectiveness surveys are available on GOLF properties upon request and subject to minimum spend requirements.

Approved Vendors

All external vendors for 3rd party tags and research surveys must be approved by our operations and finance departments if there are financial considerations.

Supported Browsers

<u>Browser</u>	<u>Versions</u>	<u>Platforms</u>
Chrome	78+	Desktop & Mobile
Safari	13	Desktop & Mobile
Firefox	68+	Desktop
Internet Explorer	11	Desktop

CPU Usage

Creative cannot exceed **4MB of network data** or **15 seconds of CPU usage** in any 30 second period, or 60 seconds of total CPU usage.

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DISPLAY

Ad unit	Fixed Size (px)*	Max. K-Weight (kB)		Format
		Initial Load	Sub Load	
Billboard	970x250	250	500	HTML5 (3rd Party Only), GIF, JPG, PNG, 3rd Party; Rich Media: 3rd Party Only
Half Page	300x600			
Smartphone Banner	300x50/320x50	50	100	
Leaderboard	728x90	150	300	
Medium Rectangle `	300x250			
Super Leaderboard/ Pushdown	970x90	200	400	

GENERAL SPECS

PLEASE NOTE: All 3rd party tags must have backup files (gif, jpg or png).

All assets are required to be secure.

All ad units must have a 1 pixel border surrounding entire creative with white and transparent backgrounds.

Tracking:

- All standard/rich media ad products listed above support:
 - 3rd party 1x1 impression tracking
 - 3rd party click tracking via click command URLs
 - *NOTE: 4th party 1x1 impression tracking is NOT BILLABLE*

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Animation - 24 Frames Per Second (FPS). Duration of animated ads must be 30 seconds or less.

Visual Start - Tags must visually load/render on page within 2.0 seconds (max)

Image ONLY Media - Newsletter and GolfLogic creative run only image files - JPEG/GIF (no 3P tags/rich media). 1x1 impression trackers are accepted.

For image only media, we can accept the following sizes:

- *Newsletter*: 200x250, 970x250, 320x50, 728x90
- *GolfLogix*: 300x250, 300x600

Audio/Video

- All audio must be user-initiated on click. Ads that autoplay are prohibited (ads that autoplay video are OK, as long as the video is muted.)
- Video can be host initiated. May only download/stream 2.2MB maximum politely. Maximum in banner video duration is 30 seconds
- Creatives must play inline by **including the playsinline parameter**.
- Total playing time must be 30 seconds or less.
- Must contain stop, pause, play and audio control buttons.

HTML5

For HTML5, 3rd party tags are required. If users have the latest versions of Chrome, Safari, Internet Explorer, or Firefox, their browser is already capable of handling most code written in HTML5. If a user's browser is not updated, backup images will display instead of the HTML5 creative. HTML5 creative should follow the same advertising specifications as other Standard and Rich Media creative developed for each site, but can carry a heavier weight size specified above. As with other rich media, HTML5 will require testing and approval 3 business days prior to launch.

Restrictions

- **Pop ups**: Ads that spawn popups are prohibited.
- **Download size**: The total file size of all creative files downloaded by a person's browser when an ad serves is limited to a maximum of 5 MB.
- **Cookies**: A maximum of 25 cookies can be set per creative.
- **HTTP calls**: A maximum of 100 HTTP calls are allowed per creative.

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FLEX ADS

Custom Flex Ad Specs - 4:1 and 10:1

- Layered PSD (template available upon request) **OR** raw assets (image/video, logo, copy, fonts, etc.)
 - GOLF's recommendation is to populate the available PSD template so that design intentions are clear and so that text and images can be separated from the background (to provide the best quality when rendering to ad spec file weight). However, raw assets may be sent separately instead, if preferred (hi-res logos, hi-res video, hi-res image, fonts/texts etc.).
- CTURL
- Video file to be used, if supplying video (video specs below):
 - Horizontal Video Resolution (embedded): 1080p - 1920x1080 (recommended), or 720p - 1280x720 (minimum); Full-width video: 1800x450 (4x1) and 1800x180 (10x1)
 - Codec: H.264 MP4 and VP8 WebM, MOV or AVI
 - Frame Rate: 30 fps or 29.97 fps
 - Audio Bitrate: 128 kbps minimum
 - Audio Codec: AAC / MP3 / MP4
 - Duration: 15-30 seconds

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VIDEO

Max Duration: up to 30 seconds. Videos that are 30 seconds must be made skippable after 5 seconds.

- GOLF uses Brightcove to serve Video Content and DFP to serve pre-roll
- VAST 3.0 and 4.0 are preferred. VAST 2.0 and VPAID are also accepted.
- VPAID 1.0 (FLASH) is no longer supported.

Detailed Video Ad Specs

- Video
 - File format: .mov or .mp4
 - Dimensions:
 - Landscape/horizontal: 1280 × 720, 1920 × 1080, or 1440 × 1080
 - Aspect ratio:
 - Landscape/horizontal: 16:9 or 4:3
 - Codec: H.264
 - Frame Rate: 23.98 or 29.97
 - Bitrate: At least 20 Mbps, Max 500-700 kbps for low resolution; 700-1500 kbps for medium resolution (standard definition); 1500-2500 kbps for 720p/2500-3500 kbps for 1080p for high resolution (high def)
 - Length: Up to 60 seconds
 - File size: Up to 1GB
 - Black bars: No black bars
 - Letterboxing: No letterboxing
- Audio
 - Codec: PCM (preferred) or AAC
 - Bitrate: At least 192 Kbps
 - Bit: 16 or 24 bit only
 - Sample rate: 48 kHz
 - Audio settings: Required

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Video Skippability

GOLF requires that all 30 second videos **must** be skippable after 5 seconds. Our ad server is capable of adding this feature for raw video files, however, VAST video files must have this feature built into the code. ***If video that is 30 seconds is submitted without the skippability function, it may affect launch times.***

If your VAST video is 30 seconds in length, please follow the instructions below to make your video skippable.

VAST 2.0: Creatives must include at least one **Tracking** node under **Ad/Inline/Extensions/Extension/CustomTracking**, with the attribute **event="skip"**. The content of the node should be a CDATA-wrapped URI that the video player will ping if and when the user clicks the skip button.

VAST 3.0 and above: Creatives only need to include the skip event, not the custom tracking extension. The **skipOffset** attribute on the linear element must be set to **00:00:05**.

To specify that a Linear creative can be skipped, the ad server must include the **skipOffset** attribute in the **<Linear>** element. The value for **skipOffset** is a time value in the format **HH:MM:SS**. This value indicates when the skip control should be provided after the creative begins playing.

The following shows the code that needs to be entered in the linear element for a skipOffset of 5 seconds:

```
<Creative>
  <Linear skipoffset="00:00:05">...</Linear>
</Creative>
```

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GOLF.com DATA COLLECTION POLICY

This policy (the "Policy") sets forth the policy of GOLF, the EB Golf Media LLC owned and operated websites and mobile apps on which it appears, and other applications owned and operated by EB Golf Media LLC (collectively, "GOLF") with respect to the collection of information from end users of GOLF associated sites (the "Sites") by advertisers or advertising agencies through code and technology used in conjunction with advertising content appearing on or from the Sites.

GOLF prohibits the use of tags, cookies, pixels, clear gifs, HTML, web beacons, tracking systems and other code or technology in all forms and versions (collectively, "Code") in, or in connection with, advertising creative appearing on any Sites to collect information about visitors to such Sites, unless GOLF consents in writing in advance to the deployment of such Code. This is applicable with respect to all types of information, including any information about the end user's activities on the Sites, whether or not any elements of the information is personally identifiable. This also applies, without limitation, to the use of any Code being placed on the Sites via a 3rd party tag or other mechanism. This also prohibits the use of any Code which has the effect of overriding or reversing any end user choices (including an end user's deletion of any Code) with respect to privacy, behavioral tracking or data collection practices.

In addition, GOLF prohibits any Code which would otherwise place GOLF in violation of its published privacy policy for the Sites. To see GOLF's privacy policy, [**click here**](#).

Prior to any advertising campaign going live on any Site, advertisers/agencies must (1) disclose to GOLF if they intend to include on, or disseminate any Code from, the Sites or in connection with the campaign; and (2) obtain GOLF's written approval as to the type of Code being used, the information being collected, and the use and disposal of the information collected. Any Code or use thereof not disclosed to GOLF shall be deemed unapproved, even if other Code or other uses of the Code have been approved.

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Additionally, advertisers/agencies may not add new Code to an existing campaign without obtaining GOLF's prior written consent in each instance.

As part of the approval process, to the extent any Code includes opt-out mechanisms which are designed to be available to end-users of the Sites, advertisers/agencies must communicate that to GOLF so that GOLF can consider how to communicate the availability of such opt-out mechanisms to end users of the Sites.

Any Code expressly approved by GOLF shall be used solely to collect campaign performance metrics to the extent agreed to by GOLF and subject to any limitations imposed by GOLF. In no event shall any information collected through the use of Code be combined with other information about specific end users of the Sites or in any other way be used to build user profiles. In no event shall any information collected through the use of Code be shared with any agency or advertiser or used to retarget, direct or otherwise influence end users on behalf of any agency or advertiser except as expressly authorized by GOLF in writing in advance as part of the approval process described above.

GOLF has the right, but is not obligated, to monitor the use of Code and/or report instances of noncompliance with this Policy to the applicable advertisers/agencies. GOLF may request and cause immediate removal of any Code which GOLF believes may be in violation of this Policy. Upon GOLF's test, evaluation and approval of such Code as compliant with this Policy, and if GOLF provides permission for the inclusion of such Code (a condition of such permission may include a signed agreement with respect to permitted usage of the data collected from the Code), the Code may be restored.

Lack of compliance with this Policy could result in, among other things, the delay of launch or suspension of advertising campaigns.

All advertising campaigns must be designed and implemented on or through the Sites must be in strict accordance with all applicable laws and regulations.

More information regarding Industry standards and best practices regarding data collection can be found **on IAB**.

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CCPA Compliance

EB Golf Media LLC. is CCPA compliant. Our Privacy Policy explains the manner in which EB Golf Media LLC. and its Affiliates and their service providers (each, a processor of your personal data) collect, use, disclose and otherwise treat the personal data of consumers who are California residents. To view our CCPA policy, **click here** for our Privacy Policy and navigate to the **Supplement for California Residents**.

GDPR Compliance

EB Golf Media LLC. is fully GDPR compliant. Our Privacy Policy explains the manner in which EB Golf Media LLC. and its Affiliates and their service providers (each, a processor of your personal data) collect, use, disclose and otherwise treat the personal data of consumers based in the European Union, Switzerland, Norway, Lichtenstein, Iceland, Australia, and New Zealand. To view our GDPR policy, **click here**.

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