To make these rules easier to read and implement, we are dividing Rich Media experiences into two main categories:

1. **Intrusive**: Describe an advertisement pushed to the user taking over the device screen, only dismissible by user interaction.

   - Interstitials, available in both APPs and Mobile web
   - Prestitials, available only in APPs, right after the app launches

   These executions contemplate video ads, still images, animated ads, interactive ads, games and micro-sites. Interstitials and prestitials must not be placed within the same line item of a media plan. Interstitials rotate within the apps and mobile web while prestitial units load on application launch only. Therefore the media plan must reflect these two unites in different line items.

2. **Non-intrusive**:
   Describe an advertisement which originates as a banner, a rotating banner, which upon user interaction offers a rich media experience.

   - Expandable,
     - Available in both mobile web and apps
     - Consist of any execution that expands from a banner on user interaction covering a portion of the viewable screen.
     - The expanded pane can contain video ads, still images, animated ads, interactive ads, games, etc
     - Top banner position only in mobile web expanding downward
     - Bottom banner position in apps expanding upwards
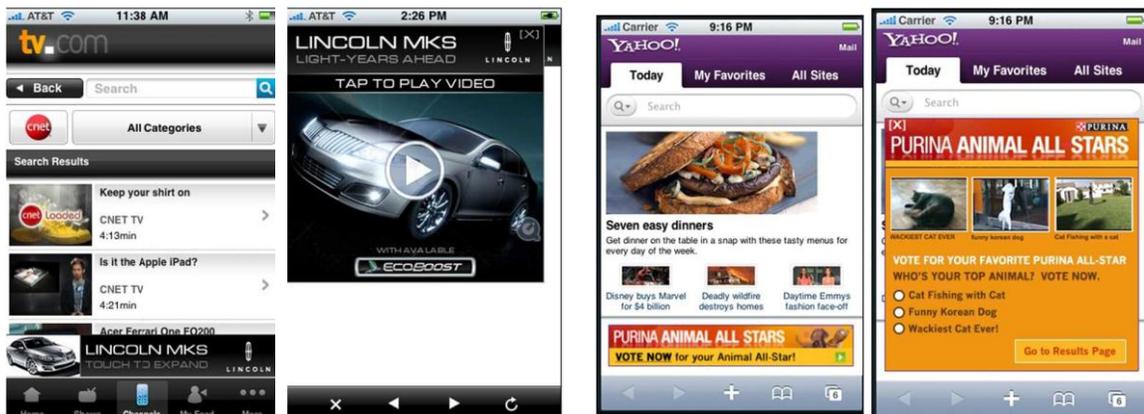
- Sequential banners and animated banners (HTML5).
    - Available only in apps
    - These are multiple banners showed in sequence to project an story or to showcase different products
    - The total length of the sequence/animation must not be longer than 15 seconds
    - No sound allowed

- Tap to call:
    - Available in both mobile web and apps
    - This unit does not require a third party vendor
    - The experience is to initiate a phone call after taping on a rotating banner
    - Tracking of the length of the call is not possible at this time
    - Third party tracking of interactions (taps on banner) is not possible at this time

- Tap to video
  - Available in both mobile web and apps
  - Taping a rotating banner will open a player for a video ad
  - The length of the video must not exceed 15 seconds
  - After the video is done the user must be taken back to the app
  - Interactivity is allowed

- In-banner video
  - Available only in mobile web

3. Rich Media **not** supported:

- At this time we are not supporting any RM experience in the video player (no VPAID units)

General rules and details:

- A third party Rich Media vendor is required to build and serve any RM ad unit except "Tap to call"
- Vendor selection must be based on our list of preferred and certified partners
- If the advertiser/agency will produce the RM unit, the vendor selected must be on our list of preferred and certified partners
- RM ad units for mobile web must be self contained in Javascript format (No SDK)
- RM ad units for mobile apps must be based on AdMarvel's SDK or currently bundled SDKs
- It is recommended SDK Rich Media ad units are MRAID or ORMMA compatible based on their support in the apps. See grid "*MRAID and ORMMA support*" below.
- No device specific units, vendors must create ad units that run seamlessly on all device OS
- Sound is allowed but must be user initiated, default state should be muted
- RM ad units only run in smart devices so inventory is constraint by this factor
- We will not honor any forth party tracking embed in RM tags
- Third party tracking have to be built within the ad unit, no additional 1x1
- RON and CHANNEL level only
- Frequency cap is not guaranteed at our end but it will be initially set at 3/24Hrs
- GEO targeting is not recommended but possible
- Sold as CPM
- Non-interactive units must be dismissed automatically after 15 seconds
- Interactive units must disappear after 10 seconds. of inactivity
- Must have a visible and easy to reach close button
- Animations must not last more than 15 seconds

Current AdMarvel's SDK version per APP:

- Univision APP   => Android v2.1.8, iOS v3.0.1
- Radio APP   => No SDK
- UVIDEOS APP   => Android v2.3.5, iOS v2.9.4
- Deportes APP   => Android v2.2.2, iOS v2.9.0
- Marcador APP   => Android v2.2.2, iOS v2.9.0
- Noticias APP   => Android v2.1.8, iOS v2.9.2
- Delicioso APP   => iOS only v2.9.0

MRAID and ORMMA support:

- Univision APP   => Android - ORMMA only, iOS - MRAID and ORMMA
- Radio APP   => No SDK, no support for Javascripts
- UVIDEOS APP   => Android - MRAID and ORMMA, iOS - MRAID and ORMMA
- Deportes APP   => Android - MRAID and ORMMA, iOS - MRAID and ORMMA
- Marcador APP   => Android - MRAID and ORMMA, iOS - MRAID and ORMMA
- Noticias APP   => Android - ORMMA only, iOS - MRAID and ORMMA
- Delicioso APP   => iOS - MRAID and ORMMA

Ad Server macros:

- Cache busting: {random}
- Click tracking: {clickurl}

Univision Interactive creative specs link:

http://adspec.univision.com
PLEASE CLEAR BROWSER CACHE BEFORE OPENING, THIS SITE GETS UPDATED FREQUENTLY