Standard Ad Insertion Nomenclature for Tablets

Specification

Version 1.0
January 30, 2013

Public DRAFT
Table of Contents

1 TABLET PUBLISHING AND ADVERTISING NOMENCLATURE ......................................................... 1
   1.1 Tower of Babel .............................................................................................................................. 1
   1.2 Standard Ad Insertion Nomenclature for Tablets ......................................................................... 1
   1.3 SAINT Methodology ...................................................................................................................... 1
   1.4 Nomenclature Categories ............................................................................................................. 1
   1.5 SAINT Lexicon Documentation ..................................................................................................... 2
   1.6 What is Out of Scope? .................................................................................................................. 2
   1.7 A Living Lexicon ............................................................................................................................ 2
   1.8 Access to this Lexicon .................................................................................................................. 2

2 TABLET DESCRIPTION ............................................................................................................. 3
   2.1 Device Manufacturer ..................................................................................................................... 3
   2.2 Device ........................................................................................................................................... 3
   2.3 Operating System ......................................................................................................................... 3
   2.4 Accelerometer ............................................................................................................................... 3
   2.5 Geolocation Services .................................................................................................................... 3

3 TABLET DISPLAY DESCRIPTION ............................................................................................... 5
   3.1 Display Orientation........................................................................................................................ 5
   3.2 Orientation Lock ............................................................................................................................ 5
   3.3 Screen Resolution......................................................................................................................... 5
   3.4 Tablet Pixel Density ...................................................................................................................... 5

4 TABLET DISPLAY SIZE ............................................................................................................ 7
   4.1 Tablet Size .................................................................................................................................... 7
   4.2 Tablet Dimensions ........................................................................................................................ 7
   4.3 Tablet Screen Area ....................................................................................................................... 7
   4.4 Tablet Display Dimensions ........................................................................................................... 7
   4.5 Display Height ............................................................................................................................... 7
   4.6 Display Width ................................................................................................................................ 8
   4.7 Tablet Display Aspect Ratio ......................................................................................................... 8
   4.8 Publisher’s Hot Zone ..................................................................................................................... 8
      4.8.1 Top Hot Zone Depth.............................................................................................................. 8
      4.8.2 Side Hot Zone Width............................................................................................................. 8
      4.8.3 Bottom Hot Zone Depth ....................................................................................................... 8
4.9  Interactivity Safety Zone ............................................................................................................... 8
4.9.1 Safety Zone Portrait Height ........................................................................................................ 8
4.9.2 Safety Zone Portrait Width ....................................................................................................... 9
4.9.3 Safety Zone Landscape Height ................................................................................................. 9
4.9.4 Safety Zone Landscape Width .................................................................................................. 9

5  TABLET AD DESCRIPTION ................................................................. 11

5.1  Tablet Ad Type ............................................................................................................................ 11
5.1.1 SFP ......................................................................................................................................... 11
5.1.2 SFPplus ................................................................................................................................... 11
5.1.3 DFT ......................................................................................................................................... 11
5.1.4 EFT .......................................................................................................................................... 11
5.2  Interactivity Format ..................................................................................................................... 11
5.3  Accelerometer-Enabled .............................................................................................................. 11
5.4  GPS-Enabled .............................................................................................................................. 11
5.5  Ad Description ............................................................................................................................. 12

6  TABLET AD SIZE ................................................................. 13

6.1  Ad Size ........................................................................................................................................ 13
6.1.1 Ad Portrait Height .................................................................................................................... 13
6.1.2 Ad Portrait Width ..................................................................................................................... 13
6.1.3 Ad Landscape Height .............................................................................................................. 13
6.1.4 Ad Landscape Width ............................................................................................................... 13
6.2  Named Ad Unit ............................................................................................................................ 13
6.3  Data Count .................................................................................................................................. 13
6.4  Ad Sizing Parameters ................................................................................................................. 13
6.4.1 Absolute .................................................................................................................................. 13
6.4.2 Scale to Fit .............................................................................................................................. 14
6.4.3 Float ........................................................................................................................................ 14

7  TABLET AD ENHANCEMENTS ......................................................... 15

7.1  360 Degree View Enhancements ............................................................................................... 15
7.1.1 Stationary 360 Degree View .................................................................................................... 15
7.1.2 Mobile 360 Degree View ......................................................................................................... 15
7.1.3 Object Rotation Sequence ...................................................................................................... 15
7.1.4 Panoramic Object Rotation .................................................................................................... 15
<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.1.5</td>
<td>Observer Roaming View</td>
<td>15</td>
</tr>
<tr>
<td>7.1.6</td>
<td>Personal Simulation</td>
<td>15</td>
</tr>
<tr>
<td>7.2</td>
<td>Additional Content Layer</td>
<td>16</td>
</tr>
<tr>
<td>7.3</td>
<td>Animation Embedded Full Screen</td>
<td>16</td>
</tr>
<tr>
<td>7.4</td>
<td>Animation Embedded In-Layout</td>
<td>16</td>
</tr>
<tr>
<td>7.5</td>
<td>Animation Streamed Full Screen</td>
<td>16</td>
</tr>
<tr>
<td>7.6</td>
<td>Animation Streamed In-Layout</td>
<td>16</td>
</tr>
<tr>
<td>7.7</td>
<td>Audio Embedded</td>
<td>16</td>
</tr>
<tr>
<td>7.8</td>
<td>Audio Streamed</td>
<td>16</td>
</tr>
<tr>
<td>7.9</td>
<td>In-App API Call</td>
<td>16</td>
</tr>
<tr>
<td>7.9.1</td>
<td>In-App Buy Through</td>
<td>16</td>
</tr>
<tr>
<td>7.9.2</td>
<td>In-App Game</td>
<td>16</td>
</tr>
<tr>
<td>7.10</td>
<td>Multiple Hotspot Layout</td>
<td>16</td>
</tr>
<tr>
<td>7.11</td>
<td>Parallax Scrolling</td>
<td>17</td>
</tr>
<tr>
<td>7.12</td>
<td>Photo Gallery</td>
<td>17</td>
</tr>
<tr>
<td>7.13</td>
<td>Photo Gallery Enhanced</td>
<td>17</td>
</tr>
<tr>
<td>7.14</td>
<td>Scrollable Frame Vertical</td>
<td>17</td>
</tr>
<tr>
<td>7.15</td>
<td>Scrollable Frame Horizontal</td>
<td>17</td>
</tr>
<tr>
<td>7.16</td>
<td>Scrollable Tray</td>
<td>17</td>
</tr>
<tr>
<td>7.17</td>
<td>Slideshow</td>
<td>17</td>
</tr>
<tr>
<td>7.18</td>
<td>Video Capture</td>
<td>17</td>
</tr>
<tr>
<td>7.19</td>
<td>Video Embedded Full Screen</td>
<td>17</td>
</tr>
<tr>
<td>7.20</td>
<td>Video Embedded In-Layout</td>
<td>17</td>
</tr>
<tr>
<td>7.21</td>
<td>Video Streamed Full Screen</td>
<td>17</td>
</tr>
<tr>
<td>7.22</td>
<td>Video Streamed In-Layout</td>
<td>17</td>
</tr>
<tr>
<td>7.23</td>
<td>Zoomable Frame</td>
<td>18</td>
</tr>
</tbody>
</table>

**APPENDIX A**  
HOT ZONE AND SAFETY ZONE ..............................................19

**APPENDIX B**  
TABLET SCREEN SIZE VS. SCREEN AREA ..................................21

**APPENDIX C**  
TABLET AD DESCRIPTION NOMENCLATURE ..............................23

**APPENDIX D**  
TABLET METADATA AND CONTROLLED VOCABULARIES ...............25

D.1  
Tablet Description Metadata Fields ..................................25

D.1.1  
Accelerometer ..........................................................25

D.1.2  
Device .................................................................25
D.1.3 Device Manufacturer ........................................................................................................... 25
D.1.4 Geolocation Services .......................................................................................................... 25
D.1.5 Tablet Operating System .................................................................................................... 25
D.2 Tablet Display Metadata ............................................................................................................. 26
D.2.1 Display Orientation .............................................................................................................. 26
D.2.2 Orientation Lock .................................................................................................................. 26
D.2.3 Aspect Ratio ........................................................................................................................ 26
D.2.4 Screen Resolution ............................................................................................................... 26
D.2.5 Tablet Pixel Density ............................................................................................................ 26
D.3 Tablet Display Size ..................................................................................................................... 26
D.3.1 Tablet Size .......................................................................................................................... 26
D.3.2 Tablet Size UoM .................................................................................................................. 26
D.3.3 Tablet Dimensions .............................................................................................................. 27
D.3.4 Tablet Dimensions UoM ...................................................................................................... 27
D.3.5 Tablet Screen Area ............................................................................................................. 27
D.3.6 Tablet Screen Area UoM .................................................................................................... 27
D.3.7 Tablet Display Dimensions ................................................................................................. 27
D.3.8 Publisher’s Hot Zone ........................................................................................................... 28
D.3.9 Interactivity Safety Zone ..................................................................................................... 28
D.4 Tablet Ad Description ................................................................................................................. 29
D.4.1 Tablet Ad Type .................................................................................................................... 29
D.5 Tablet Ad Size ............................................................................................................................. 29
D.5.1 Ad Size UoM ....................................................................................................................... 29
D.5.2 Ad Portrait Height ................................................................................................................. 29
D.5.3 Ad Portrait Width ................................................................................................................... 29
D.5.4 Ad Landscape Height ........................................................................................................... 29
D.5.5 Ad Landscape Width ............................................................................................................ 30
D.5.6 Named Ad Unit .................................................................................................................... 30
D.5.7 Ad Sizing Parameter ........................................................................................................... 30
D.6 Tablet Ad Enhancement Type .................................................................................................... 30
1 TABLET PUBLISHING AND ADVERTISING NOMENCLATURE

On April 3, 2010 the publishing ecosystem was changed forever. For publishers, the launch of the iPad signaled the exciting new era of interactive, innovative publications and new revenue opportunities. Initially tablet publishers and advertisers viewed their tablet editions as glorified print editions. Others assumed tablet publishing and advertising would mirror online models. But very quickly it became evident that the tablet publishing platform was quite unique. Today our industry has spent two years adapting our workflows, employing new tools and technologies and learning new skills to meet the challenge of tablet publishing. Yet a major challenge remains. This challenge has a huge impact on the revenue model because it affects ad creation, production and insertion workflows.

1.1 Tower of Babel
Today we still lack a standard lexicon to describe tablet publishing and advertising. This is having a huge impact on the cost associated for a brand owner to advertise both in print and across a range of tablet devices. Spec sheets for tablet advertising, of immediate necessity, have been individually developed by each publisher. An IDEAlliance Digital Ad Lab survey showed that due to a lack of a common industry lexicon, each spec sheet uses its own language and that a great variation in that language exists not only from publisher to publisher but often from publication to publication within a publishing company. The result is that every brand owner and agency must decode the ad specs into their own language before creation can begin. And this tedious and often error-prone task must be repeated for each publication, resulting in slowing time to market and increasing overall production costs.

1.2 Standard Ad Insertion Nomenclature for Tablets
The solution, of course, is for all brand owners, agencies and publishers to agree on a standard lexicon that will be used in the specification for all tablet advertising. This call to action has been tackled by the IDEAlliance Digital Ad Lab Initiative and the results collated in the Standard Ad Insertion Nomenclature for Tablets (SAINT) Specification.

1.3 SAINT Methodology
The Digital Ad Lab SAINT Working Group gathered the tablet ad spec sheets from a wide variety of publishers as a starting point for the nomenclature. Once the spec sheets had been gathered, they were analyzed and the terms used in each spec sheet were collected. Next the terms were organized into categories. Finally the terms with the same or very similar meanings were grouped and all were organized in a spreadsheet.

The final step of the process of developing the standard nomenclature for tablet publishing and advertising was for the working group to review each term, find examples of the term in use and then develop a concise definition for each term. If the term could become a value in a metadata vocabulary a namespace and element name were also assigned.

1.4 Nomenclature Categories
The tablet publishing and advertising lexicon was organized into categories of terms. The categories include:

- Tablet Description
- Tablet Display Description
- Tablet Display Size Description
- Tablet Ad Description
- Tablet Ad Size Description
- Tablet Ad Enhancement Type Description
1.5 SAINT Lexicon Documentation

In the following sections of this specification each primary term from the tablet publishing and advertising lexicon is defined, examples are given and commonly substituted synonyms are listed. Notes that provide technical insights into the lexicon are also provided.

Note: It is a Best Practice to use the primary term from the SAINT lexicon. The synonyms are provided so that these terms can be mapped to universally accepted definitions.

1.6 What is Out of Scope?

In addition to the nomenclature categories we are defining as part of this specification, other nomenclature categories exist that must be employed by those producing tablet publications and advertising that are out of scope. These nomenclature terms are out of scope because they have a broader application for tablets such as tablet control or interaction features, terms that apply to tablet apps in general or terms that fall into a more specific domain.

Tablet nomenclature terms that are out of scope include:

- Control nomenclature such as play icon, progress bar or scroll bar
- Device controls such as touch and swipe.
- App nomenclature such as app store, auto-archive and app type
- Video nomenclature such as codec, frames per second and image resolution
- Metrics and Analytics nomenclature
- General tablet nomenclature

Note: The SAINT Specification does not define an ad ticket for tablet advertising. That effort, although built on the lexicon documented in this specification is a separate initiative.

1.7 A Living Lexicon

The SAINT Specification represents a living, evolving lexicon. We are in the early days of tablet publishing and advertising. New techniques, and in particular, new enhancement types are emerging every day. It is the intent that this lexicon will be housed online and will be open to contributions and updates every six months.

1.8 Access to this Lexicon

The tablet publishing and advertising nomenclature, with definition will be posted at ***.
2 TABLET DESCRIPTION

This section documents standard terms that can be used to describe a tablet that is to be a target publishing platform. These terms provide critical information to a brand owner, agency or publisher developing content to be delivered to any particular device.

2.1 Device Manufacturer
This term specifies the name of the company that built the tablet. Examples include Apple, Samsung and Amazon.

2.2 Device
This term specifies the model of the tablet. Examples include iPad 1, iPad mini, Kindle Fire HD and GALAXY TAB 10.1.

2.3 Operating System
A tablet operating system is software that communicates with the hardware to provide the user interface and enable applications to run. Best practice is to specify both the operating system and the version or code name. Examples include iOS 6, Android Ice Cream Sandwich and Windows 8/ Windows RT.

2.4 Accelerometer
An Accelerometer is an electronic component of a tablet that measures tilt and motion.

2.5 Geolocation Services
Geolocation Services enable the detection of the physical location of an Internet connected computing device.
3 TABLET DISPLAY DESCRIPTION

This section documents standard terms that can be used to describe the display of a tablet that is to be a target publishing platform. These terms provide critical information to a brand owner, agency or publisher developing content to be delivered to any particular device.

3.1 Display Orientation

The display orientation is the direction in which a magazine is displayed on a tablet.

Note: A vertical orientation is the portrait orientation. A horizontal display is the landscape orientation. Some magazines support both portrait and landscape orientations and may be said to have a flip orientation.

3.2 Orientation Lock

The publisher controls the display orientation of both content and advertising. The publisher may limit the orientation, or apply an orientation lock.

Note: The orientation lock may be portrait, landscape or none.

3.3 Screen Resolution

The screen resolution specifies the number of pixels, or dots, on the entire viewable display screen. For example, a 640-by-480 pixel screen is capable of displaying 640 distinct dots on each of 480 lines, or about 300,000 pixels.

Examples:
The Google Nexus 7 has a screen resolution of 1280 x 800. iPad mini has a screen resolution of 1024 x 768. And the iPad 3 and iPad 4 have a screen resolution of 1536 x 2048.

Note: The screen resolution for a tablet is most commonly expressed as the width by height in pixels and the computation is not typically specified.

Synonym: Display Resolution

3.4 Tablet Pixel Density

The tablet pixel density is the number of pixels contained within one square inch of display. The tablet pixel density can be calculated based on the screen resolution and the display size.

Examples: The iPad 4 has a pixel density of 224 ppi. The Kindle Fire HD and Google Nexus 7 have a pixel density of 216 ppi. The iPad mini has a pixel density of 162 ppi.

Synonyms: Pixels per Inch, PPI

Note: When ads come straight from print, the term “Dots per Inch or DPI” is often substituted for PPI or used to specify pixel density, even though this is technically inaccurate. Best practice is to use PPI in place of DPI.
4 TABLET DISPLAY SIZE

This section documents standard terms that can be used to describe the display size of a tablet that is to be a target publishing platform. These terms provide critical information to a brand owner, agency or publisher developing content to be delivered to any particular device.

4.1 Tablet Size

The size of a tablet is almost universally specified in inches, measured on the diagonal of the device, including the mount. This means that the display screen size is smaller than the screen size. Examples: The iPad2 had a size of 10.5 inches, the Kindle Fire HD has a size of 7 inches and the iPad mini has a size of 7.9 inches.

Note: The tablet size differs from the tablet dimensions that provide values for height, width and thickness of the tablet.

Synonyms: Tablet Size is often called Screen Size, even though the size of the physical device is not actually the screen size that is somewhat smaller. Diagonal Tablet Size is another synonym for the tablet size.

4.2 Tablet Dimensions

The tablet dimension is the height, width and thickness of the physical device. The dimensions of most tablets are specified in inches as height x width x thickness.

Examples: The tablet dimensions for the Kindle Fire are 7.5” x 4.7” x 0.45”. The tablet dimensions for the iPad 2 are 7.31” x 5.0” x 0.34”.

Note: The “Tablet Dimension” is the outside physical dimensions of the tablet and not the dimensions of the viewable screen.

4.3 Tablet Screen Area

The area of a viewable tablet display is calculated by multiplying the height of the viewable screen by the width.

Note: Tablet screen area is typically expressed in square inches. It is important to note that tablets classified as the same size do not necessarily all have the same screen area. See Appendix B for additional examples.

4.4 Tablet Display Dimensions

The tablet display dimensions are the dimensions of the viewable display screen of a tablet. This differs from the tablet size that is measured on the diagonal.

Note: Typically a tablet display dimension is expressed in inches, however other units of measure may be used. Tablet display dimensions are typically expressed as the height x width of the viewable area of the screen when set in a portrait orientation.

Synonyms: Tablet Screen Dimensions

4.5 Display Height

The display height is the height of viewable display screen of a tablet.

Note: Typically this measurement is expressed as inches; however other units of measure may be applied.
SAINT Tablet Nomenclature Specification V1.0 Draft

Synonym: Screen Height

4.6 Display Width
The display width is the width of viewable display screen of a tablet.

Note: Typically this measurement is expressed as inches; however other units of measure may be applied.

Synonym: Screen Width

4.7 Tablet Display Aspect Ratio
The aspect ratio of display area of a tablet is the ratio of the display width to the height of the full display area of the tablet.

Examples: The two most common aspect ratios for tablets are 4:3 and 16:9. An intermediate aspect ratio of 3:2 is also specified by some publishers.

4.8 Publisher’s Hot Zone
The publisher’s hot zone is the area of the tablet display that the publisher reserves for placement of action buttons, titles and navigation bars. The depth/width of a hot zone for a device may vary by publisher or publication. No interactive elements or web links may be placed within the hot zone.

4.8.1 Top Hot Zone Depth
The top hot zone depth specifies an offset at the area at the top of a tablet display that is reserved for the publisher to place action buttons, titles and navigation bars, etc.

4.8.2 Side Hot Zone Width
The side hot zone width specifies an offset at the area on each side of a tablet display that is reserved for the publisher to place action buttons, titles and navigation bars, etc.

4.8.3 Bottom Hot Zone Depth
The bottom hot zone depth specifies an offset at the area at the bottom of a tablet display that is reserved for the publisher to place action buttons, titles and navigation bars, etc.

4.9 Interactivity Safety Zone
The interactivity safety zone is the area of the tablet display where interactive elements or web links may be safely placed. The size and offsets for the safety zone for a device may vary by publisher or by publication and is usually defined as part of the magazine app interface, or app shell. The dimensions of the safety zone is the display size width minus the left and right side safety zone width by the display size height minus the top and bottom safety zone heights.

4.9.1 Safety Zone Portrait Height
The safety zone portrait height is the height of the usable area of a tablet display where interactive elements of web links may be safely placed when the display is viewed in a portrait, or vertical, orientation. The height may be specified in inches, pixels or other units of measure.
4.9.2 Safety Zone Portrait Width

The safety zone portrait width is the width of the usable area of a tablet display where interactive elements of web links may be safely placed when the display is viewed in a portrait, or vertical, orientation. The width may be specified in inches, pixels or other units of measure.

4.9.3 Safety Zone Landscape Height

The safety zone landscape height is the height of the usable area of a tablet display where interactive elements of web links may be safely placed when the display is viewed in a landscape, or horizontal, orientation. The height may be specified in inches, pixels or other units of measure.

4.9.4 Safety Zone Landscape Width

The safety zone landscape width is the width of the usable area of a tablet display where interactive elements of web links may be safely placed when the display is viewed in a landscape, or horizontal, orientation. The width may be specified in inches, pixels or other units of measure.
5 TABLET AD DESCRIPTION

This section documents standard terms that can be used to describe an ad presented within a tablet publication. These terms provide critical information to a brand owner, agency or publisher developing ads to be delivered to any particular device.

5.1 Tablet Ad Type

Four tablet ad types have been identified by the Magazine Media Association (MPA) and adopted by the IDEAlliance Digital Ad Lab Initiative. These definitions are referenced by the SAINT Specification. The tablet ad types include:

5.1.1 SFP

A Straight from Print ad is an ad where the ad on the tablet screen looks exactly like (or is a replica of) the print page, with no interactive enhancements except for a single Web URL link.

Synonym: SFP is often simply called a static ad

5.1.2 SFPplus

A Straight from Print Plus ad is an ad where the ad on the tablet screen looks exactly like the print page with some interactive enhancements (beyond activation of a single Web URL link).

5.1.3 DFT

A Designed for Tablet ad is an ad that has been re-designed specifically for reading on the tablet and is meant to be displayed at 100% (that is, there is no need to tap and zoom and there are no interactive enhancements except for a single Web URL link).

5.1.4 EFT

An Enhanced for Tablet ad is a DFT ad to which enhancements and bonus content has been added to more fully utilize the tablet medium (e.g., hotspots, photo slide shows, video, audio, in-app browser).

Synonym: EFT is often simply called an enhanced ad

5.2 Interactivity Format

This field indicates the underlying technology employed to produce/play the animation and/or videos, implement roll overs, etc. Values include “HTML5 Compile” “Flash” and “HTML5” or other new formats.

5.3 Accelerometer-Enabled

This enhancement employs the tilt and motions features of the tablet’s accelerometer.

5.4 GPS-Enabled

This enhancement employs the Geolocation Services of the tablet.
5.5 Ad Description

Descriptive terms for tablet ads are the same as for a print Ad. See the IDEAAlliance PRISM Advertising Metadata Specification for complete documentation. See Appendix C for a listing of these terms.
6 TABLET AD SIZE

This section documents standard terms that can be used to describe the size of an ad to be presented within a tablet publication. These terms provide critical information to a brand owner, agency or publisher developing content to be delivered to any particular device.

6.1 Ad Size

The size of an ad on a tablet can either be specified in absolute measurements or it may simply be given a recognized named ad unit. See definitions below.

6.1.1 Ad Portrait Height

The ad portrait height is the height of the ad when the display is viewed in a portrait, or vertical, orientation. The height may be specified in inches, pixels or other units of measure.

6.1.2 Ad Portrait Width

The ad portrait width is the width of the ad when the display is viewed in a portrait, or vertical, orientation. The width may be specified in inches, pixels or other units of measure.

6.1.3 Ad Landscape Height

The ad landscape height is the height of the ad when the display is viewed in a landscape, or horizontal, orientation. The height may be specified in inches, pixels or other units of measure.

6.1.4 Ad Landscape Width

The ad landscape width is the width of the ad when the display is viewed in a landscape, or horizontal, orientation. The height may be specified in inches, pixels or other units of measure.

6.2 Named Ad Unit

This list is under development by a number of Associations in this space. Named Ad Units will be added when industry consensus is reached.

6.3 Data Count

This descriptive field is used to capture the weight or footprint of the ad in terms of megabytes or gigabytes. Publications may have limitation on this parameter as it slows download times, makes downloads more expensive for mobile data plan users and limits storage on devices.

6.4 Ad Sizing Parameters

Ad sizing parameters indicate how the ad may be sized by the publisher or the device when placed in a tablet publication app. Values include absolute, scale to fit and float.

6.4.1 Absolute

This ad has been specifically designed to fit the safety interactivity zone according to the device and publisher specifications. No scaling or sizing is anticipated.
6.4.2 Scale to Fit

This ad has been designed to fit an aspect ratio and may be scaled to individual device and publication dimensions.

6.4.3 Float

This ad may be sized, cropped or letterboxed to fit an area defined by the publisher for a specific device.

**Note:** A specification of “float” indicates that the publisher, not the advertiser, has been given the power to size the ad to fit into a given ad area.
7 TABLET AD ENHANCEMENTS

The tablet ad enhancement vocabulary should be used to further refine the SFPplus and the EFT Ad Types. One or more enhancement types may apply.

**Note:** The ad enhancement type vocabulary can also be used to describe content enhancement. This means that an article of a magazine or a chapter of a book may be enhanced using the same techniques that are used to enhance tablet advertising.

7.1 360 Degree View Enhancements

The following enhancements provide a 360 degree view effects. Each is unique and is created using a special production process.

7.1.1 Stationary 360 Degree View

This enhancement is a 360 Degree View effect that is created by stitching panoramic images together to create a single image with a stationary (user) PoV where the user can interact with the display to view their surroundings from any angle.

7.1.2 Mobile 360 Degree View

This enhancement is a 360 Degree View effect is created from an image sequence that creates an illusion with a mobile PoV where the user can interact with the display to move around an object for viewing.

7.1.3 Object Rotation Sequence

This enhancement is a 360 Degree View effect that is created from an image sequence that creates the illusion from a stationary PoV where an observer can interact with the display to rotate an object so that it may be viewed from all directions on a single plane. The appearance is as if an object is spinning on a turn table in front of the observer.

7.1.4 Panoramic Object Rotation

This enhancement is a 360 Degree View effect that is created from panoramic images stitched together that creates the illusion from a stationary PoV where an observer can interact with the display to rotate an object so that it may be viewed from all directions on multiple planes. The appearance is as if an object is turning 360 degrees around an axis in front of the observer.

7.1.5 Observer Roaming View

This enhancement is a 360 Degree View effect is created from either an image sequence or an animation that gives an illusion with a mobile third person PoV where the camera observes the user actions. Typically this is a back or over the shoulder PoV.

7.1.6 Personal Simulation

This enhancement is a 360 Degree View effect is created from either an image sequence or an animation that gives an illusion of simulating a user activity. This simulation has a first person PoV and can be
either mobile or stationary. Examples include flight simulation, driving simulation, sports simulation, surgery simulation, etc.

7.2 Additional Content Layer
This enhancement enables the user to activate the display of additional content, either about the product being advertised or within the content of an article.

7.3 Animation Embedded Full Screen
This enhancement is an embedded Animation Overlay displaying full screen on device.

7.4 Animation Embedded In-Layout
This enhancement is an embedded Animation Overlay displaying inside the page layout/banner/frame.

7.5 Animation Streamed Full Screen
This enhancement is animation streamed from the web via displaying full screen on device.

Synonym: A synonym for a streamed animation is “progressive load” animation.

7.6 Animation Streamed In-Layout
This enhancement is animation streamed from the web via URL displaying inside the page layout/banner/frame.

Synonym: A synonym for a streamed animation is “progressive load” animation.

7.7 Audio Embedded
This enhancement is an embedded Audio Overlay.

7.8 Audio Streamed
This enhancement is an audio streamed from the Web via URL.

Synonym: A synonym for a streamed audio is “progressive load” audio.

7.9 In-App API Call
This enhancement includes a direct API call to another app or a technology. Examples are ads where an in-app API call goes directly to the Facebook or Twitter app.

Note: An in-app API call is a special type of hot spot.

7.9.1 In-App Buy Through
This enhancement is a specialized API call to point of purchase without leaving the app. This is often preferred to a hotspot that links to a point of purchase outside the app.

7.9.2 In-App Game
This enhancement game embedded in an app advertisement.

7.10 Multiple Hotspot Layout
This enhancement is a number of hotspots are embedded inside the page layout. Hotspots may launch a video, audio, poll, game, contest, form or link to a website to make additional content available.
7.11 Parallax Scrolling
This enhancement is a special scrolling technique, where multiple backgrounds or layers seem to move at different speeds to create a sensation of depth (creating a faux-3D effect) and an interesting browsing experience.

7.12 Photo Gallery
This enhancement is a collection of images are displayed in a sequence determined by the user through touch interaction.

7.13 Photo Gallery Enhanced
This enhancement is a collection of text content enhancements that is displayed in a sequence determined by the user through touch interaction with images relating to that enhanced content.

7.14 Scrollable Frame Vertical
This enhancement is a poster frame that scrolls vertically with a beginning and end.

7.15 Scrollable Frame Horizontal
This enhancement is a poster frame that scrolls horizontally with a beginning and end.

7.16 Scrollable Tray
This enhancement is an element that can scroll in from the sides (left, right, top or bottom) of the page. The scrollable tray is differentiated by the presence of a “pull tab” that is used to make the advertisement visible.

7.17 Slideshow
This enhancement is a scrollable sequence of images that can be swiped or may played automatically. A slideshow may be presented either vertically or horizontally. Not to be confused with a scrollable frame.
Synonym: Image Sequence

7.18 Video Capture
This video enhancement incorporates video captured from the tablet’s own screen.

7.19 Video Embedded Full Screen
This enhancement is an embedded Video Overlay displaying full screen on device.

7.20 Video Embedded In-Layout
This enhancement is an embedded Video Overlay displaying inside the page layout/banner/frame.

7.21 Video Streamed Full Screen
This enhancement is video streamed from the web via URL (YouTube or a publisher’s own server) displaying full screen on device.
Synonym: A synonym for a streamed video is “progressive load” video.

7.22 Video Streamed In-Layout
This enhancement is an video streamed from the web via URL (YouTube or a publisher’s own server) displaying inside the page layout/banner/frame.
7.23 Zoomable Frame
This enhancement is a frame where user scrolls horizontally, vertically or at any angle as well as can zoom in or zoom out through an interaction with the touch screen such as a pinch or spread action or a tap.

**Synonym:** For an iOS operating system this feature is often called “Pinch and Zoom”. Another synonym is “Pan and Zoom” and “Tap and Zoom”.

Appendix A  HOT ZONE AND SAFETY ZONE

When placing an advertisement for a tablet magazine edition, sizing and positioning of the ad materials is critical. The base page of the advertisement should fill the entire display area. However interactive elements or web links may not appear in the portion of the display that is reserved as a “hot zone” where publishers place magazine action buttons, titles and navigation bars.

![Illustration of publisher's hot zones and interactivity safety zone for a tablet display](image)

Suppose the illustration above represents an iPad 1. The portrait display size (at 300 ppi) is 1745 by 2282 pixels. The base page of the advertisement may fill this entire space. However no interactive elements or web links can be placed in the example publisher’s hot zone shown above. The hot zone offsets are 150 px (top), 150 px (each side) and 183 px (bottom). This means that the safety zone dimensions are 1445 by 1949 pixels.

<table>
<thead>
<tr>
<th>Tablet Portrait Display Size</th>
<th>Width: 1745 px</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Height: 2282 px</td>
</tr>
<tr>
<td>Publisher Hot Zone Offset</td>
<td>Top: 150 px</td>
</tr>
<tr>
<td></td>
<td>Right: 150 px</td>
</tr>
<tr>
<td></td>
<td>Left: 150 px</td>
</tr>
<tr>
<td></td>
<td>Bottom: 183 px</td>
</tr>
<tr>
<td>Interactivity Safety Zone</td>
<td>Width: 1445 px</td>
</tr>
<tr>
<td></td>
<td>Height: 1949 px</td>
</tr>
</tbody>
</table>

**Best Practice:** The best practice is for publishers to specify display size, hot zone offsets and the safety zone using pixels as the unit of measure. In practice this may be difficult when the ad was created for print where points are the preferred unit of measure or when using older versions of layout software that does not support pixels. In this case a point to pixel conversion utility should be employed.
Appendix B  TABLET SCREEN SIZE VS. SCREEN AREA

The typical tablet size category is the diagonal measure of the tablet as a physical device. Sometimes called screen size, this classification for tablets is actually not the viewable screen size, but rather the device size. And this distinction leads to many misconceptions.

Many people, for example, believe that larger size tablets such as the 10.1 inch Android tablets have a larger screen area than the smaller 9.7 inch iPad. But the 9.7 inch iPad actually has a 5% larger viewable screen area than the Android tablets. This is due to both Aspect Ratio geometry (the screen area decreases as the Aspect Ratio increases) and the Android system bar, which reduces the image area.

Likewise many people believe that all tablets with the same diagonal device size will have identical display screen sizes. Again this is not necessarily true. The complicating factor is the fact that two tablets may have the same diagonal measurement, but have different aspect ratios and hence different display dimensions, i.e. different display height and widths. Since the screen area is calculated by multiplying the height by the width, a tablet with the same diagonal measurement as another tablet may actually have a larger or smaller screen area. See Figures B.1 and B.2.

Figure B.1 Tablet Screen Size/ Area Comparison Chart

Figure B.2 Comparison of common tablet screen areas
Appendix C  TABLET AD DESCRIPTION NOMENCLATURE

The following standard ad description fields were developed by AdsML, Ghent Work Group and the IDEAlliance PRISM Ad Metadata Working Group to describe an ad. While these were initially designed to describe a print ad, the fields presented in this appendix apply to the description of a tablet ad as well.

**Ad Description:** The title, theme, creative campaign name or the wording of the caption in the advertisement.

**Ad Materials ID:** A unique reference identifier for the ad materials. This can be a number, ID, or even the file name of the ad. This identifier is used by the agency or production company to identify the ad. Supports publisher’s ability to communicate with artwork provider in case of errors, and provides a unique materials ID for use in tracking and archiving scenarios.

**Ad Identification System:** Specifies the system that generated the ad identifier. This may be the Ad-ID system, an agency’s ad identifier system, a publisher’s ad identifier system or even a file name.

**Advertiser:** The company name of the parent brand featured in the advertisement.

**Advertised Brand:** The brand featured in the advertisement.

**Advertised Product:** The product featured in the advertisement.

**Audience Type:** Specifies the audience sector targeted for this ad.

**Targeted Audience:** Specifies the audience within an audience sector targeted for this ad.
Appendix D  TABLET METADATA AND CONTROLLED VOCABULARIES

This section documents the tablet publishing and advertising nomenclature as to whether the term is a descriptive metadata field, a controlled vocabulary term. If the term is to be assigned a standard metadata field name, that name is documented as well.

**Note:** Existing metadata fields will retain their current namespaces and field names. New fields that apply to both publishing and advertising are created in the prism: namespace. New fields that apply specifically to advertising have been added to the prism-ad: namespace.

## D.1 TABLET DESCRIPTION METADATA FIELDS

### D.1.1 ACCELEROMETER

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:accelerometer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>boolean</td>
</tr>
</tbody>
</table>

### D.1.2 DEVICE

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:device</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>

### D.1.3 DEVICE MANUFACTURER

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:deviceManufacturer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>

### D.1.4 GEOLOCATION SERVICES

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:geolocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>boolean</td>
</tr>
</tbody>
</table>

### D.1.5 TABLET OPERATING SYSTEM

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:tabletOS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>
### D.2 Tablet Display Metadata

#### D.2.1 Display Orientation

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:displayOrientation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>enumeration of CV terms: portrait, landscape, flip</td>
</tr>
</tbody>
</table>

#### D.2.2 Orientation Lock

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:orientationLock</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>enumeration of CV terms: portrait, landscape, none</td>
</tr>
</tbody>
</table>

#### D.2.3 Aspect Ratio

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:aspectRatio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string with pattern [integer &quot;:&quot; integer]</td>
</tr>
</tbody>
</table>

#### D.2.4 Screen Resolution

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:screenResolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>String with pattern [integer &quot;:&quot; integer]</td>
</tr>
</tbody>
</table>

#### D.2.5 Tablet Pixel Density

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:pixelDensity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>Integer</td>
</tr>
<tr>
<td>Comment</td>
<td>This value is the number of pixels per square inch.</td>
</tr>
</tbody>
</table>

### D.3 Tablet Display Size

#### D.3.1 Tablet Size

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:tabletSize</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>

#### D.3.2 Tablet Size UoM

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:tabletSizeUoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string (inches, mm, points, etc.)</td>
</tr>
</tbody>
</table>
### D.3.3 Tablet Dimensions

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:tabletDimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>

### D.3.4 Tablet Dimensions UoM

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:tabletDimensionsUoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string (inches, mm, points, etc.)</td>
</tr>
</tbody>
</table>

### D.3.5 Tablet Screen Area

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:screenArea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>

### D.3.6 Tablet Screen Area UoM

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:screenAreaUoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string (inches, mm, points, etc.)</td>
</tr>
</tbody>
</table>

### D.3.7 Tablet Display Dimensions

#### D.3.7.1 Display UoM

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:displayUoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string (inches, mm, points, etc.)</td>
</tr>
</tbody>
</table>

#### D.3.7.2 Display Height

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:displayHeight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>

#### D.3.7.3 Display Width

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:displayWidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>
### D.3.8 Publisher’s Hot Zone

#### D.3.8.1 Hot Zone UoM

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:hotZoneUoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string (inches, mm, points, etc.)</td>
</tr>
</tbody>
</table>

#### D.3.8.2 Top Hot Zone Depth

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:topHotZoneDepth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>

#### D.3.8.3 Side Hot Zone Width

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:topHotZoneWidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>

#### D.3.8.4 Bottom Hot Zone Depth

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:bottomHotZoneDepth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>

### D.3.9 Interactivity Safety Zone

#### D.3.9.1 Safety Zone UoM

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:safetyZoneUoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string (inches, mm, points, etc.)</td>
</tr>
</tbody>
</table>

#### D.3.9.2 Safety Zone Portrait Height

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:safetyZonePortraitHeight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>

#### D.3.9.3 Safety Zone Portrait Width

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:safetyZonePortraitWidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>
### D.3.9.4 Safety Zone Landscape Height

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:safetyZoneLandscapeHeight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>

### D.3.9.5 Safety Zone Landscape Width

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism-ad:safetyZoneLandscapeWidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>

### D.4 Tablet Ad Description

#### D.4.1 Tablet Ad Type

<table>
<thead>
<tr>
<th>Field Name</th>
<th>Prism-ad:tabletAdType</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>Enumerations from Controlled Vocabulary: SFP, SFPplus, DFT, EFT</td>
</tr>
</tbody>
</table>

### D.5 Tablet Ad Size

#### D.5.1 Ad Size UoM

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism:ad SizeUoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string (inches, mm, points, etc.)</td>
</tr>
</tbody>
</table>

#### D.5.2 Ad Portrait Height

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism-ad:ad PortraitHeight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>

#### D.5.3 Ad Portrait Width

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism-ad:adPortraitWidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>

#### D.5.4 Ad Landscape Height

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism-ad:adLandscapeHeight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>
D.5.5 AD LANDSCAPE WIDTH

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism-ad:adLandscapeWidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>string</td>
</tr>
</tbody>
</table>

D.5.6 NAMED AD UNIT

Industry standard named ad units are under development by other industry associations. Those named ad units will be referenced as they are approved and published.

D.5.7 AD SIZING PARAMETER

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism-ad:adSizing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>Enumeration: absolute, scale-to-fit and float</td>
</tr>
</tbody>
</table>

D.6 TABLET AD ENHANCEMENT TYPE

<table>
<thead>
<tr>
<th>Field Name</th>
<th>prism-ad:adEnhancementType</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>Enumeration from a controlled vocabulary:</td>
</tr>
<tr>
<td></td>
<td>• Animation Embedded Full Screen</td>
</tr>
<tr>
<td></td>
<td>• Animation Embedded In-Layout</td>
</tr>
<tr>
<td></td>
<td>• Animation Streamed Full Screen</td>
</tr>
<tr>
<td></td>
<td>• Animation Streamed In-Layout</td>
</tr>
<tr>
<td></td>
<td>• Audio Embedded</td>
</tr>
<tr>
<td></td>
<td>• Audio Streamed</td>
</tr>
<tr>
<td></td>
<td>• In-App API Call</td>
</tr>
<tr>
<td></td>
<td>• In-App Buy Through</td>
</tr>
<tr>
<td></td>
<td>• In-App Game</td>
</tr>
<tr>
<td></td>
<td>• Mobile 360 Degree View</td>
</tr>
<tr>
<td></td>
<td>• Multiple Hotspot Layout</td>
</tr>
<tr>
<td></td>
<td>• Object Rotation Sequence</td>
</tr>
<tr>
<td></td>
<td>• Observer Roaming View</td>
</tr>
<tr>
<td></td>
<td>• Object Rotation</td>
</tr>
<tr>
<td></td>
<td>• Parallax Scrolling</td>
</tr>
<tr>
<td></td>
<td>• Personal Simulation</td>
</tr>
<tr>
<td></td>
<td>• Photo Gallery</td>
</tr>
<tr>
<td></td>
<td>• Scrollable Frame Vertical</td>
</tr>
<tr>
<td></td>
<td>• Scrollable Frame Horizontal</td>
</tr>
<tr>
<td></td>
<td>• Scrollable Tray</td>
</tr>
<tr>
<td></td>
<td>• Slideshow</td>
</tr>
<tr>
<td></td>
<td>• Stationary 360 Degree View</td>
</tr>
<tr>
<td></td>
<td>• Video Capture</td>
</tr>
<tr>
<td></td>
<td>• Video Embedded Full Screen</td>
</tr>
<tr>
<td></td>
<td>• Video Embedded In-Layout</td>
</tr>
<tr>
<td></td>
<td>• Video Streamed Full Screen</td>
</tr>
<tr>
<td></td>
<td>• Video Streamed In-Layout</td>
</tr>
<tr>
<td></td>
<td>• Zoomable Frame</td>
</tr>
</tbody>
</table>