duPont REGISTRY™

2024 Digital Ad Capabilities
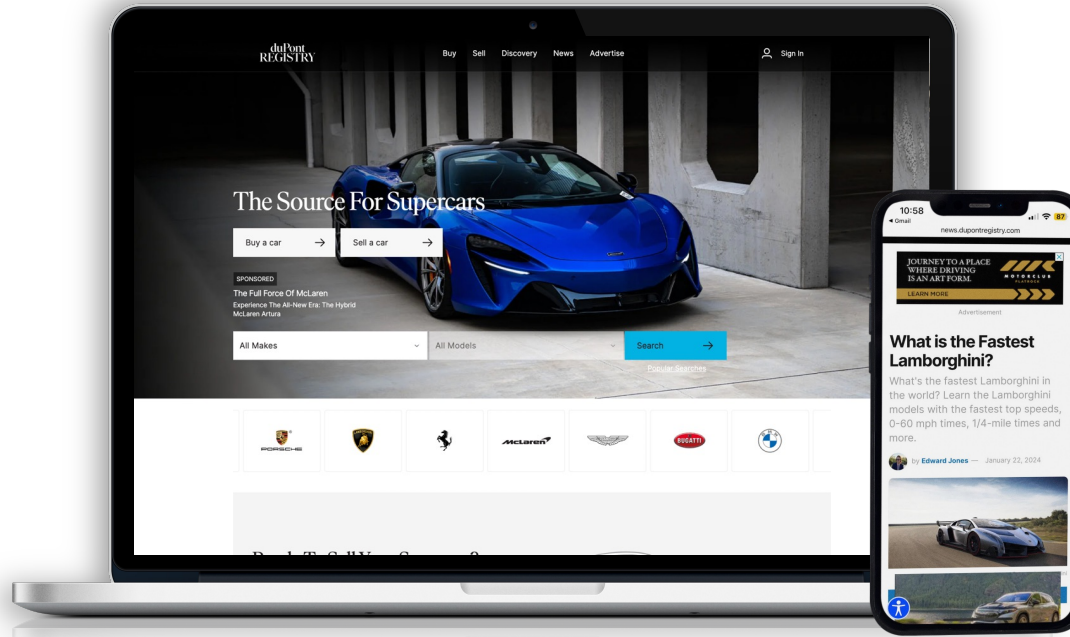
Brand Collaborations

BRABUS	**NETJETS**	**REZVANI**
FLATROCK MOTORCLUB	**PORSCHE**	**RICHARD MILLE**
FERRARI	**LAMBORGHINI**	**ROLLS-ROYCE**
MCLAREN	**MCLAREN**	**STEINWAY & SONS**
MERCEDES-MAYBACH	**RALPH LAUREN**	
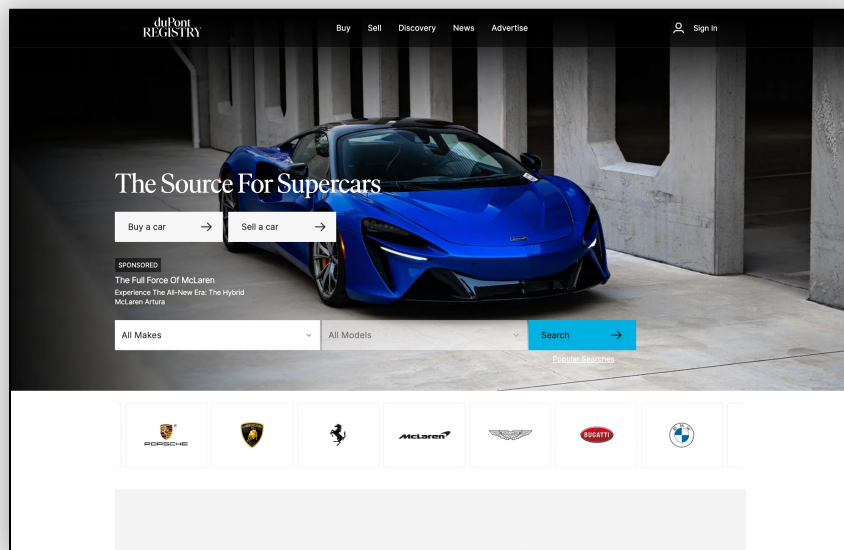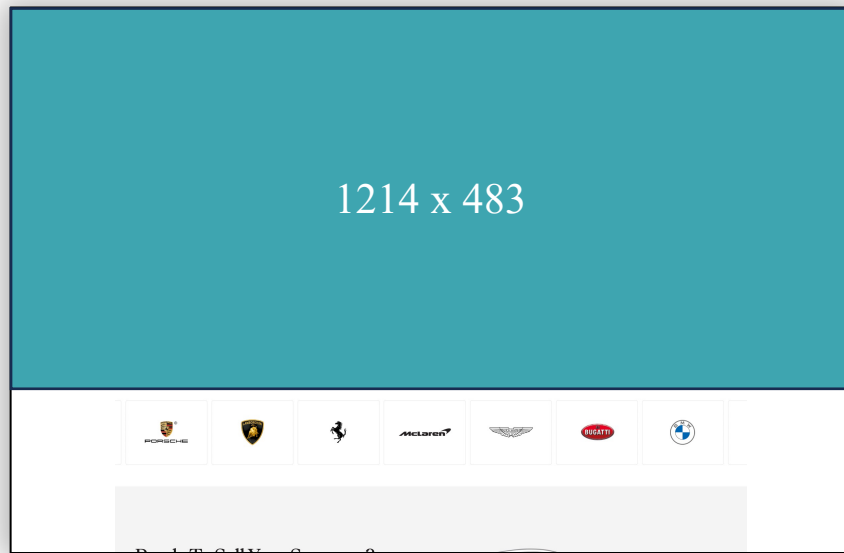
Hero Image

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General Specification:

Rotation:	No
Refresh:	No
Size:	1214 x. 483
Format:	GIF, JPG or PNG, 3rd Party Tags
Devices:	Desktop, Mobile, App

Page Locations:

Autos Takeover
- Homepage
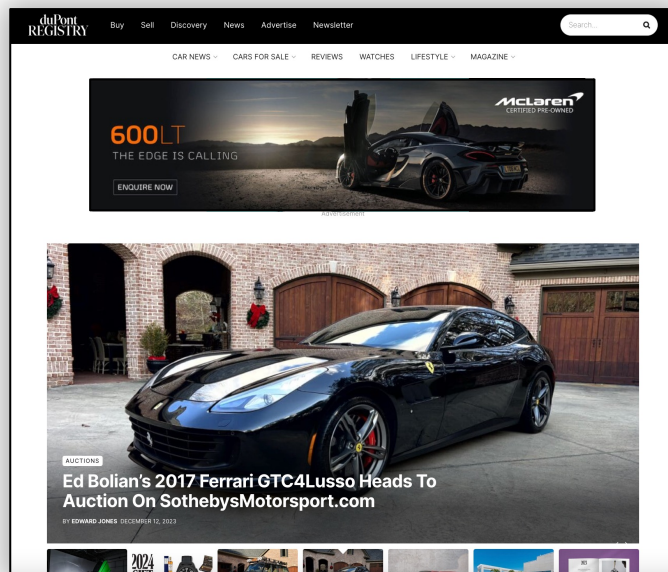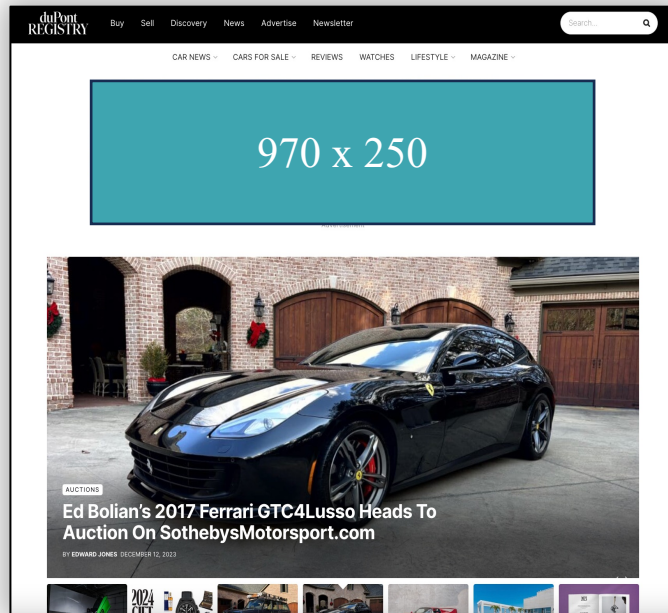
Static Banners

970 x 250

General Specification:

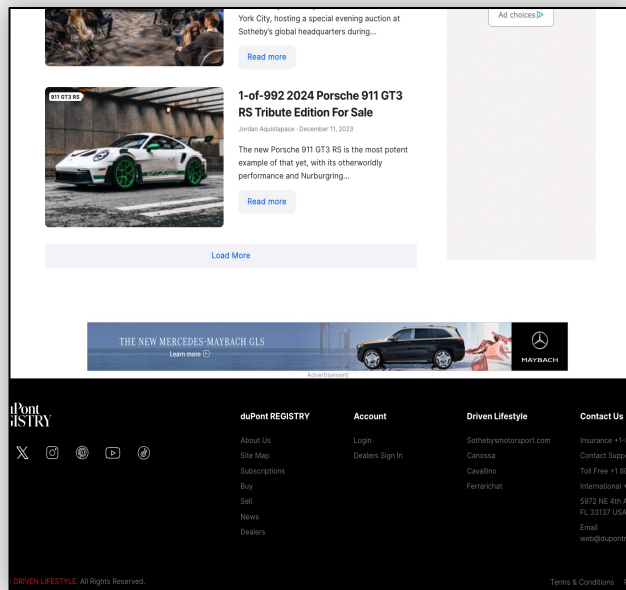|	
Rotation:	Yes
Refresh:	Yes
Format:	GIF, JPG or PNG, 3rd Party Tags
Size:	1 MB

Page Locations:

Autos

- Search Results Page (SRP)
- Vehicle Detail Page (VDP)
- Buy
- Dealer Inventory
- Dealer Profile

Blog Desktop

- Homepage
- Category
- Article Full Width
- Article Standard

Static Banners

970 x 90

General Specification:

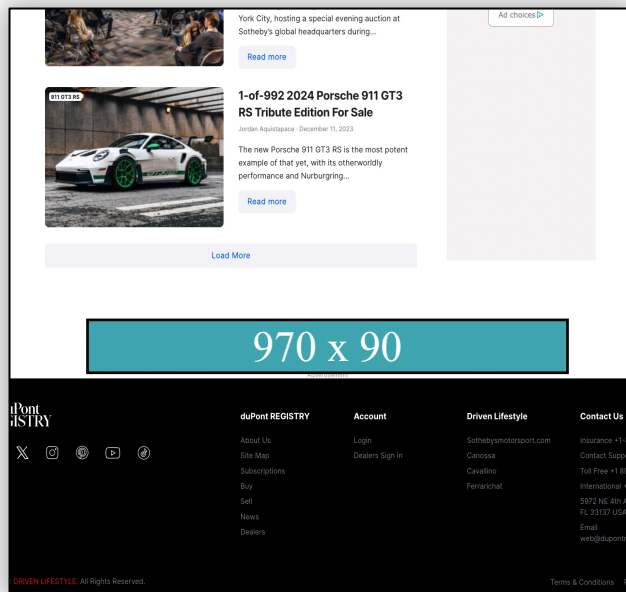|	
Rotation:	Yes
Refresh:	Yes
Format:	GIF, JPG or PNG, 3rd Party Tags
Size:	1 MB

Page Locations:

Autos

- Search Results Page (SRP)
- Vehicle Detail Page (VDP)
- Buy
- Dealer Inventory
- Dealer Profile

Blog Desktop

- Homepage
- Category
- Article Full Width
- Article Standard

Static Banners

728 x 90

General Specification:

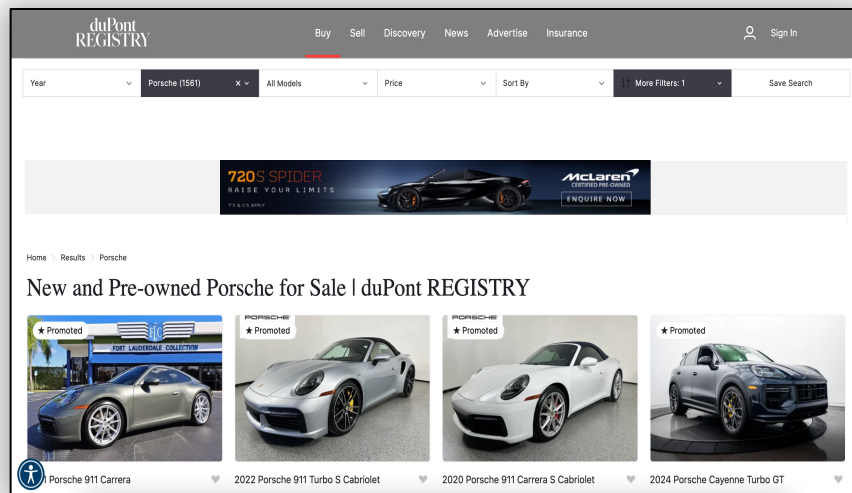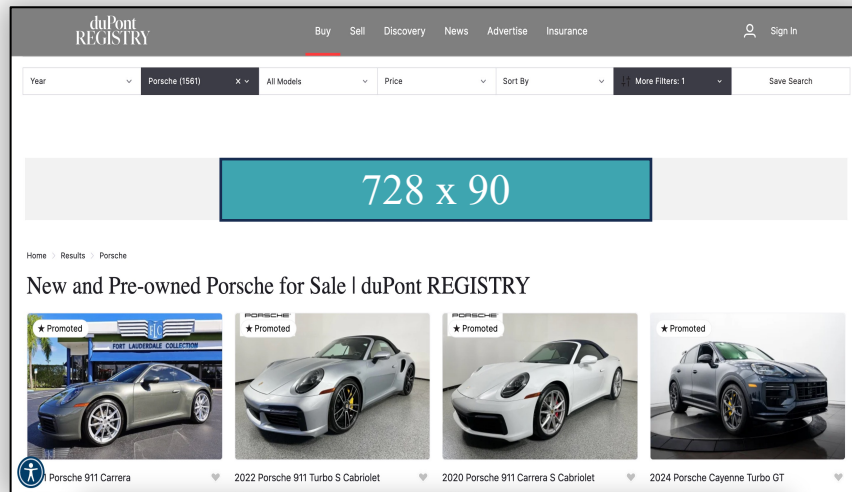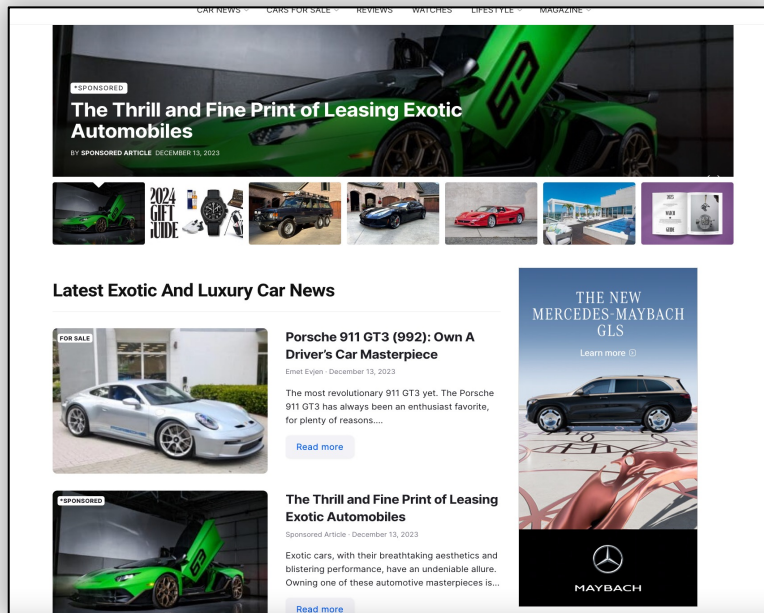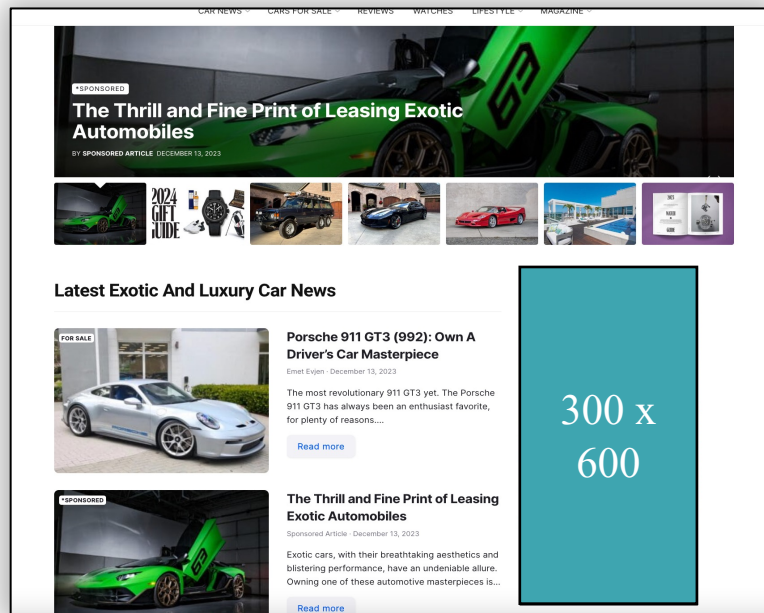|	
Rotation:	Yes
Refresh:	Yes
Format:	GIF, JPG or PNG, 3rd Party Tags
Size:	1 MB

Page Locations:

Autos

- Search Results Page (SRP)
- Vehicle Detail Page (VDP)
- Buy
- Dealer Inventory
- Dealer Profile

Blog Desktop

- Homepage
- Category
- Article Full Width
- Article Standard

Static Banners
300 x 600
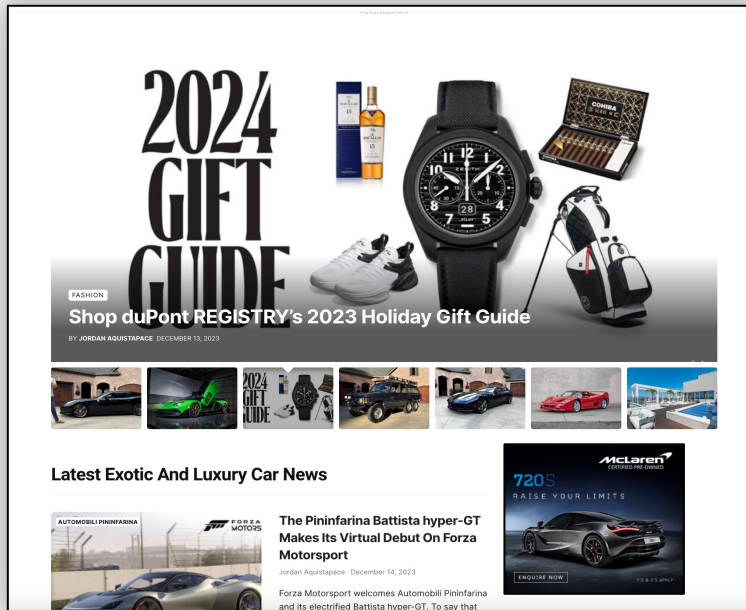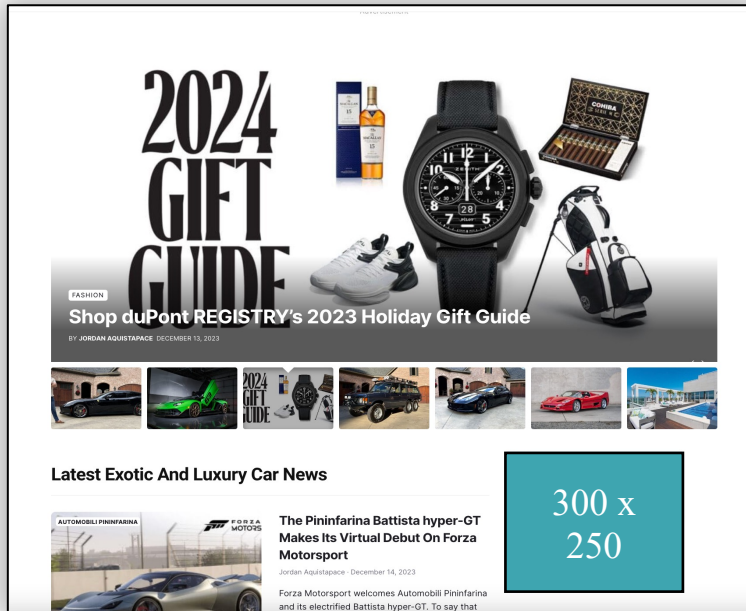
General Specification:

Rotation:	Yes
Refresh:	Yes
Format:	GIF, JPG or PNG, 3rd Party Tags
Size:	1 MB

Page Locations:

Blog Desktop

- Homepage
- Category
- Article Standard

Static Banners
300 x 250

General Specification:

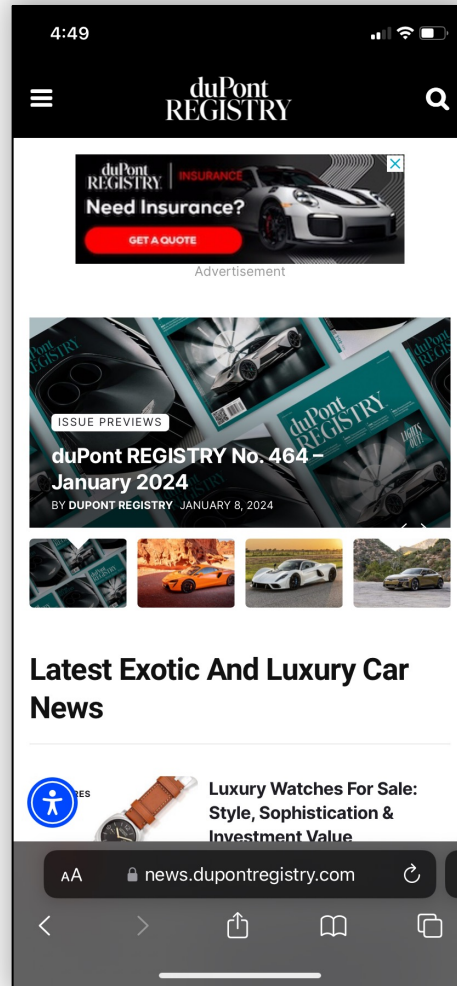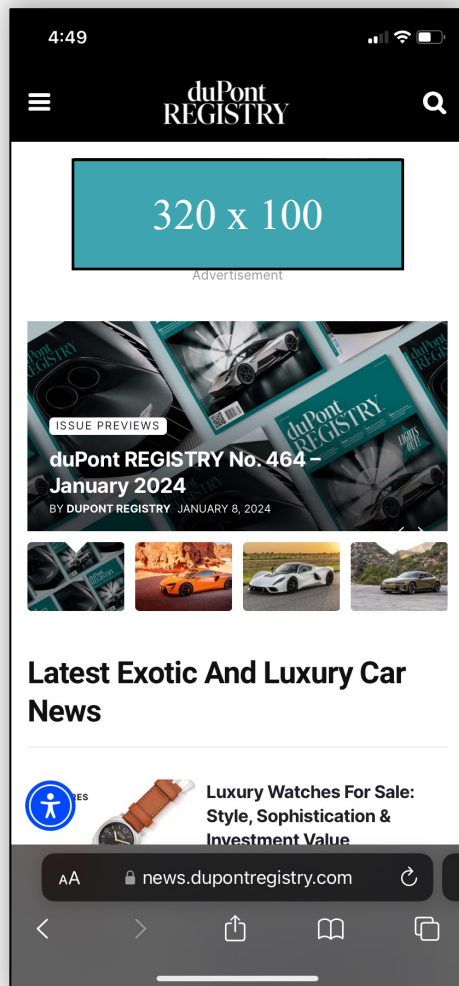|	
Rotation:	Yes
Refresh:	Yes
Format:	GIF, JPG or PNG, 3rd Party Tags
Size:	1 MB

Page Locations:
Blog Desktop
- Homepage
- Category
- Article Standard

Blog Mobile
- Homepage
- Category
- Article Full Width
- Article Standard

Static Banners
320 x 100

General Specification:

Rotation:	Yes
Refresh:	Yes
Format:	GIF, JPG or PNG, 3rd Party Tags
Size:	1 MB

Page Locations:

Autos Mobile

- Search Results Page (SRP)
- Vehicle Detail Page (VDP)
- Buy
- Dealer Inventory
- Dealer Profile

Blog Mobile

- Homepage
- Category
- Article Full Width
- Article Standard

Static Banners

300 x 50

General Specification:

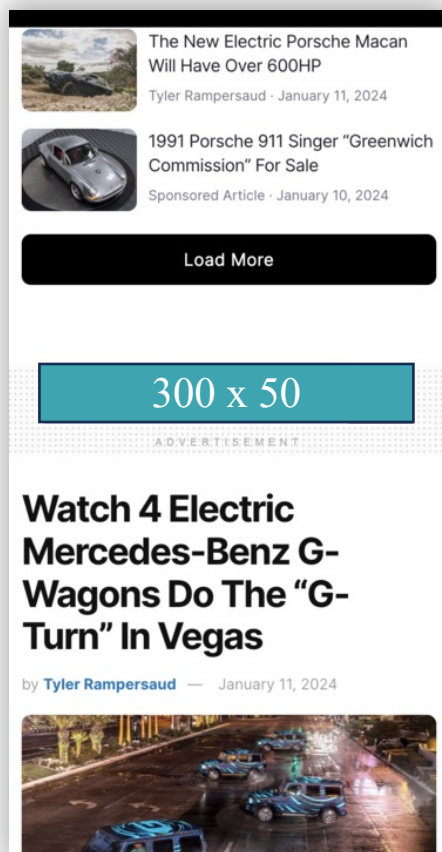|	
Rotation:	Yes
Refresh:	Yes
Format:	GIF, JPG or PNG, 3rd Party Tags
Size:	1 MB

Page Locations:

Autos Mobile

- Search Results Page (SRP)
- Vehicle Detail Page (VDP)
- Buy
- Dealer Inventory
- Dealer Profile

Blog Mobile

- Homepage
- Category
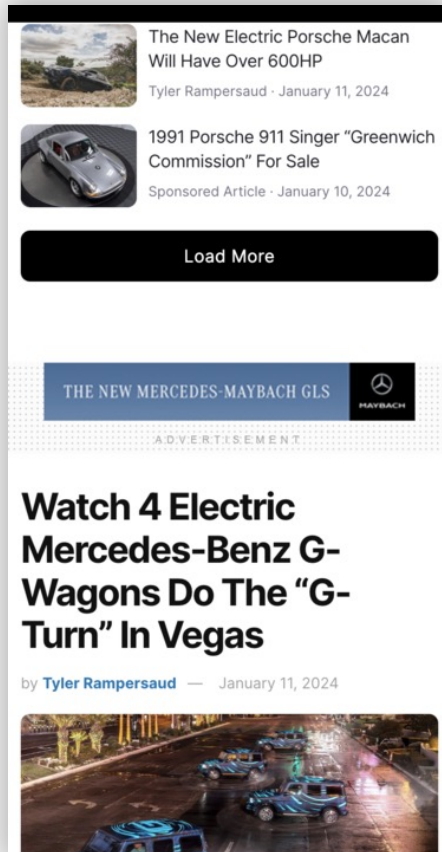- Article Full Width
- Article Standard
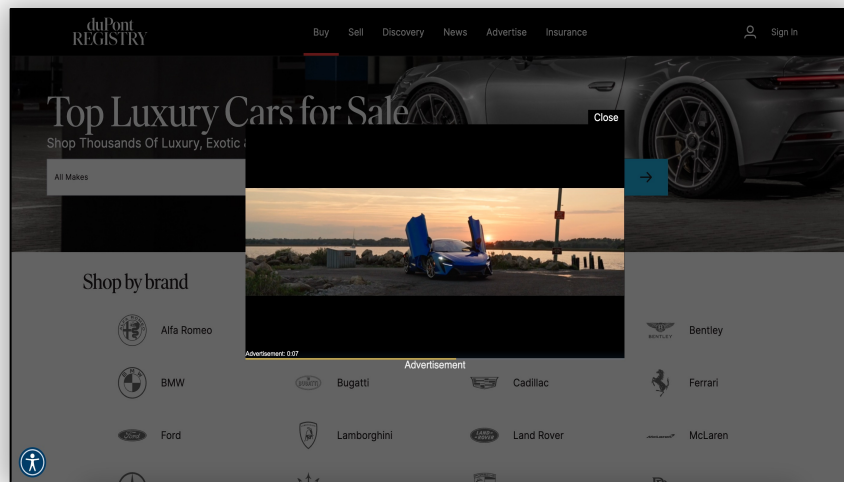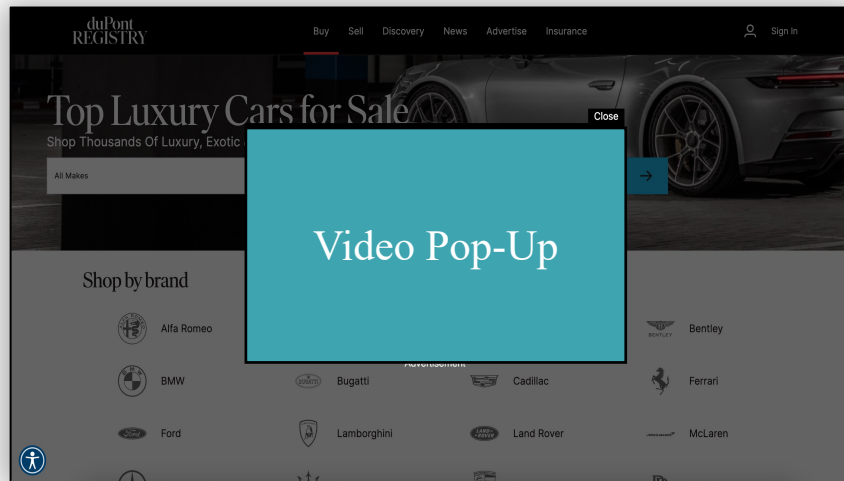
Rich media

Video Pop-up

General Specification:

- Video Popup represents high impact video overlay / interstitial creative with semi-transparent background and a close button in the top right corner

Asset Specification:

- Video dimension (all devices): 16:9 aspect ratio

File Specification:

Media Types: Video URL, YouTube ID, MP4

File Size:

- Hosted file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance.
- Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers.

Video Length: Recommended 15 seconds (30 seconds max)

Video Skybox
970 x 250

Rich media

Video Skybox

General Specification:

- Video Skybox is a high impact rich media unit which sticks to the top of the page and remains sticky while users are scrolling down, across desktop and mobile providing high viewability and completion prior to auto-snapping into place and enabling further viewer engagement.

Asset Specification:

Desktop / Tablet
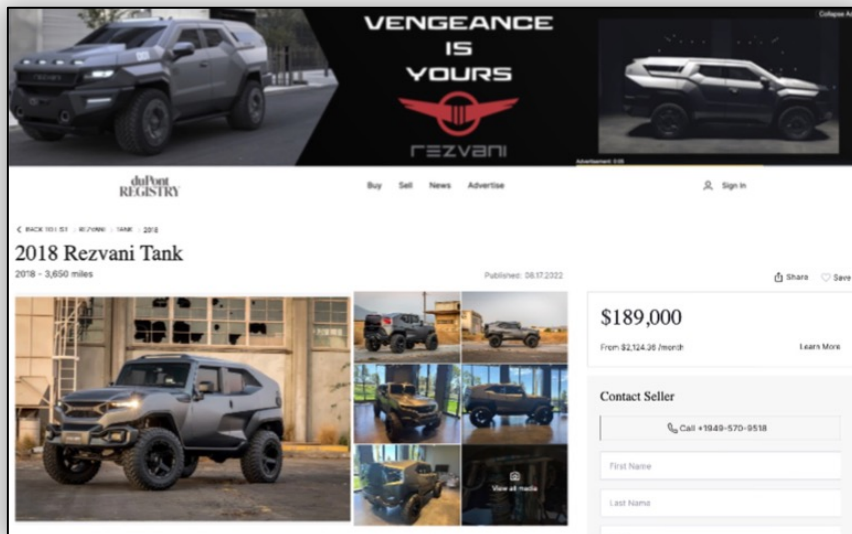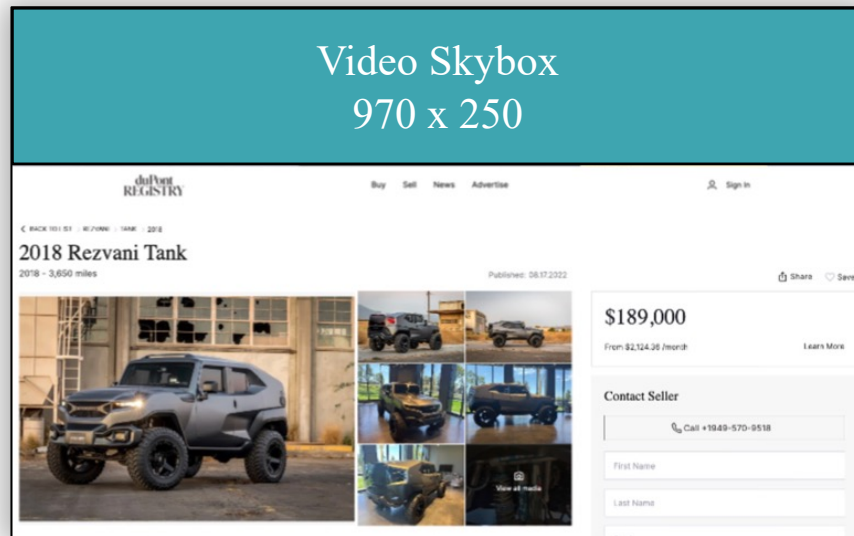- Image aspect ratio (expanded state): 3.88:1
  - Image dimension (expanded state): 970x250px
- Image aspect ratio (collapsed state): 2.1:1
  - Image dimension (collapsed state): 525x250px
- Video aspect ratio: 16:9

Mobile
- Image aspect ratio: 1.76:1
- Image dimension: 300x170px
- Video aspect ratio: 16:9

File Specification:

Media Types (Image): Image URL, GIF, JPG, BMP, PNG
Media Types (Video): Video URL, YouTube ID, MP4
File size:

- Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size (for mobile only) is up to 200kb.

Display Skybox
1465 x 180
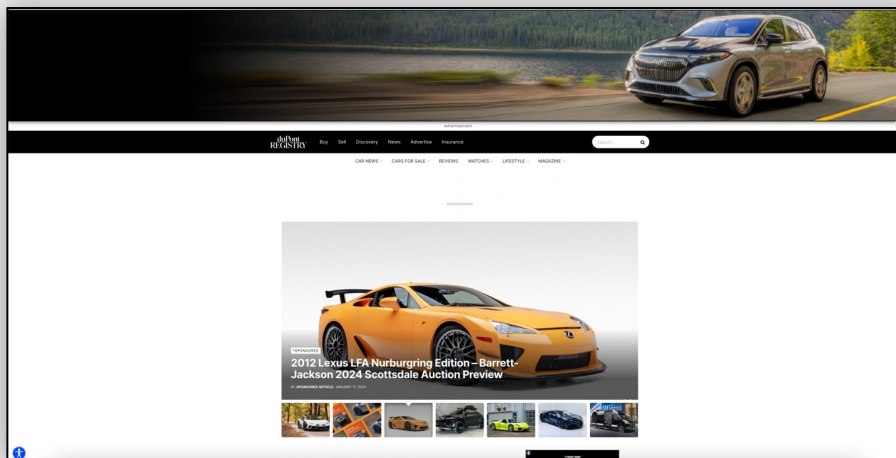
Rich media

Display Skybox

General Specification:

- Display Skybox is a high impact rich media unit which sticks to the top of the page and remains sticky while users are scrolling down, across desktop and mobile providing high viewability prior to auto-snapping into place and enabling further viewer engagement. Users can collapse the unit at any point by clicking the collapse button in the top right corner.

Asset Specification:

Desktop / Tablet
- Image aspect ratio (expanded state): 8.09:1
  - Image dimension (expanded state): 1456 x 180px
- Image aspect ratio (collapsed state): 2.1:1
  - Image dimension (collapsed state): 525 x 250px

Mobile

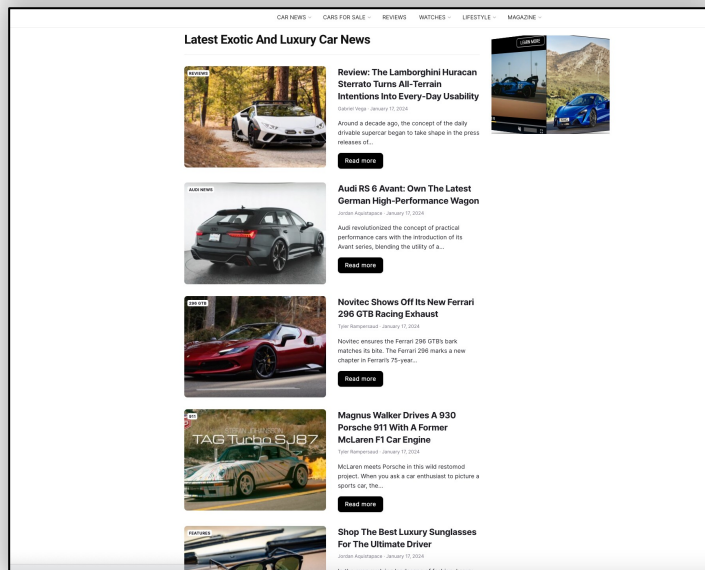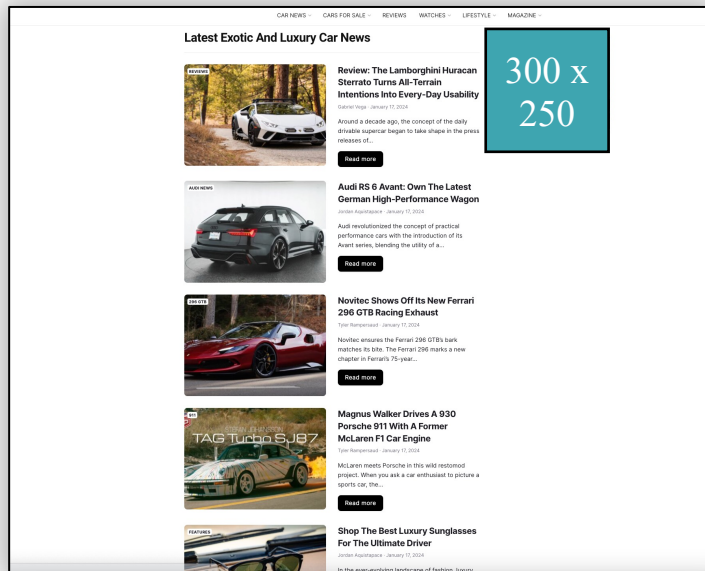- Image aspect ratio: 2:1
- Image dimension: 360 x 180px

File Specification:

Media Types (Image):　　　　Image URL, GIF, JPG, BMP, PNG

File size:　　　　Hosted image file size is up to 200kb.

Rich media

3D Cube

General Specification:

- 3D Cube is a rich media ad unit which allows up to 4 different creatives – images, videos, or any type of mix of those two – allowing a different creative for each side of the cube. Rotation of the cube is adjustable, and it can be auto or manually defined (seconds). The unit can be served in already existing 300x250 ad slots, or it can be injected anywhere in the content.

Asset Specification:

- Image (300x250px) or a video file (6:5 or 16:9 ratio) for each side of the cube.

File Specification:

Media Types (Image): Image URL, GIF, JPG, BMP, PNG
Media Types (Video): Video URL, YouTube ID, MP4

File size:

- Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size is up to 200kb.

Video Length: Recommended 15 seconds (30 seconds max)

Rich media

Video Adhesion

General Specification:

- Video Adhesion is a high impact rich media unit which sticks to the bottom of a page and remains sticky while users are scrolling down, across desktop and mobile providing high viewability and completion.

Asset Specification:

Desktop

- Image aspect ratio: 3.88:1
    - Image dimension: 970x250px
- Video aspect ratio: 16:9

Tablet

- Image aspect ratio: 8.09:1
    - Image dimension: 728x90px
- Video aspect ratio: 16:9

Mobile

- Image aspect ratio: 6.4:1
    - Image dimension: 320x50px
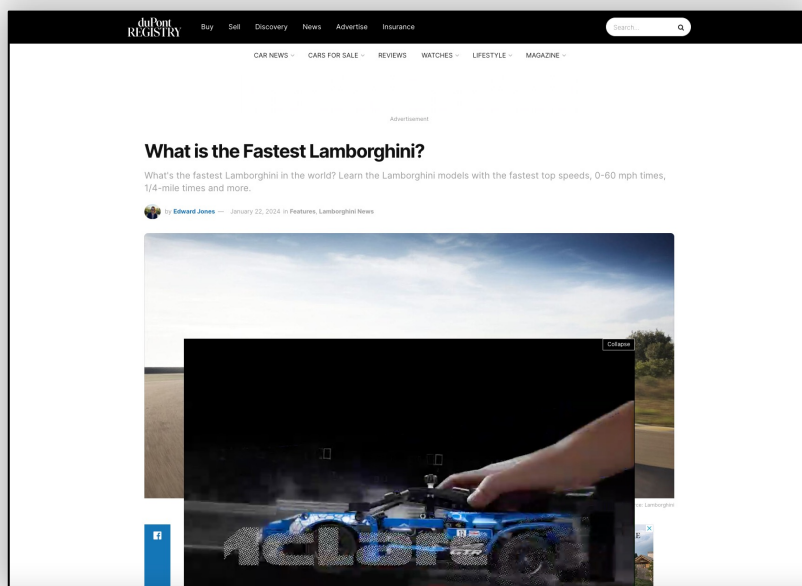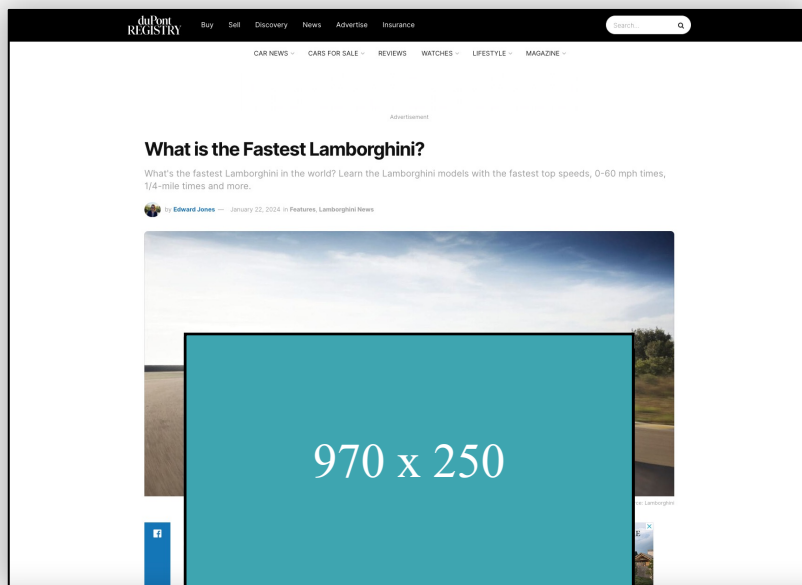- Video aspect ratio: 16:9

File Specification:

Media Types (Image): Image URL, GIF, JPG, BMP, PNG
Media Types (Video): Video URL, YouTube ID, MP4
File size:

- Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size (for mobile only) is up to 200kb.

Video Length: Recommended 15 seconds (30 seconds max)
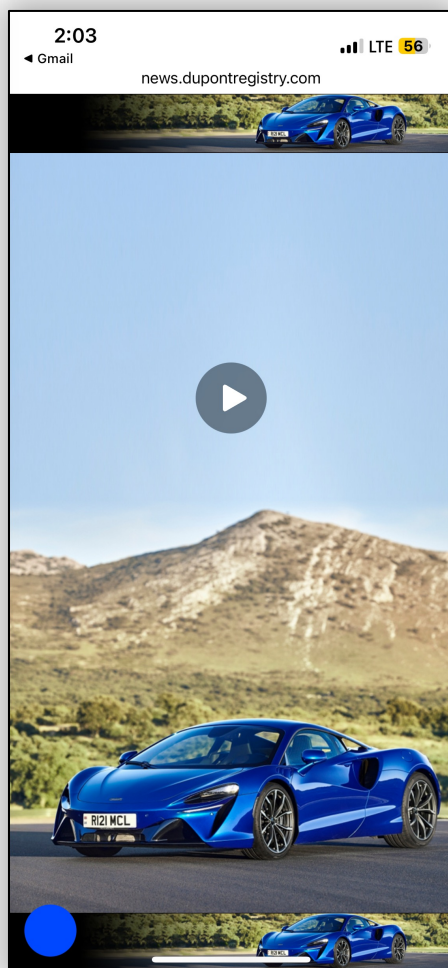
Rich media
Mobile Takeover

General Specification:

- The CST with Wallpaper provides a fully immersive branding experience on both desktop and first-of-its-kind mobile wrappers with the ability to engage viewers inline content with imagery, multimedia, and video messaging, capable of driving call-to-action at any time through the wrapper and/or inline scroller.

Asset Specification:

Mobile (Top Banner)
- Image aspect ratio: 15:2
  - Image dimensions: 750x100px (recommended)

Mobile (Bottom Banner)
- Image aspect ratio: 25:4
  - Image dimensions: 750x120px (recommended)

Mobile (Scroller image)
- Image aspect ratio: 4:7
- Image dimensions: 640x1120px (recommended)

- ***Video (optional)***
 - Aspect ratio: 16:9

File Specification:

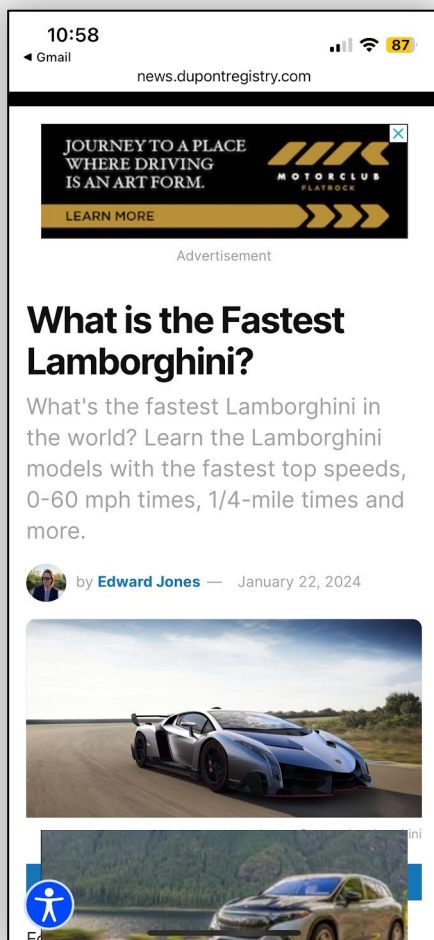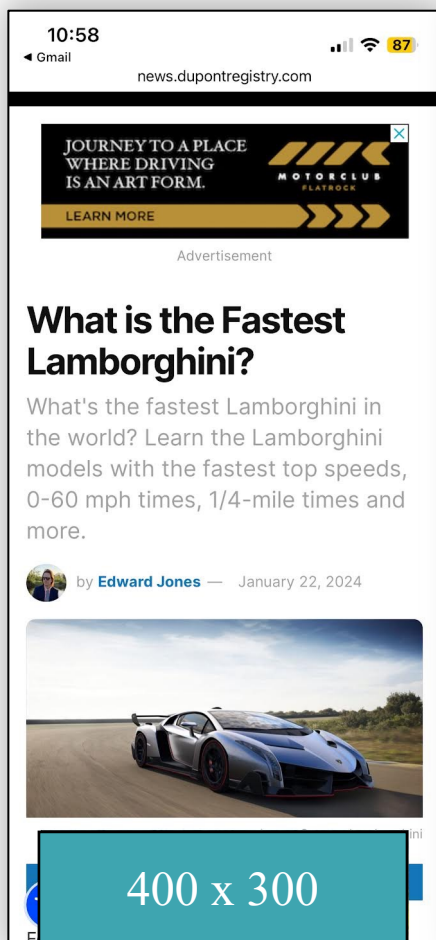*Media Types (Image):* Image URL, GIF, JPG, BMP, PNG

Media Types (Video): Video URL, YouTube ID, MP4

File size:

- Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size is up to 200kb.

Video Length: Recommended 15 seconds (30 seconds max)

*Exclusive to Specific Criteria

Rich media
Mobile Footer

General Specification:

- Mobile Footer is a high impact rich media unit served as Adhesion. It sticks to the bottom of the screen on mobile with the video on the left and static image on the right. It can be expanded to its full size by tapping "Swipe up see more" on mobile.

Asset Specification:

Mobile

- Image aspect ratio: 4:3
  - Image dimension: 400x300px
- Video aspect ratio: 16:9

File Specification:

Media Types (Image): Image URL, GIF, JPG, BMP, PNG

Media Types (Video): Video URL, YouTube ID, MP4

File size:

- Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size is up to 200kb.

Video Length: Recommended 15 seconds (30 seconds max)

*Exclusive to Specific Criteria