



ASHRAE

Advancing HVAC&R to serve humanity
and promote a sustainable world

Online Advertising Guidelines

1. ASHRAE uses Interactive Advertising Bureau (IAB) standard ad sizes. Advertisers should look to IAB for general guidance for acceptability at www.iab.net.
2. The ad sizes currently used by ASHRAE.org include:
(measurements in pixels)
 - a. Skyscraper (120x600)
 - b. Horizontal Banner (468x60)
 - c. Vertical Banner (120x240)
 - d. Square Button (125x125)
3. Static ad formats accepted include .gif and .jpg.
4. Static format ads must not exceed 100K file size.
5. Animated GIF ads are accepted for all pages of the site.
6. Animated GIFs must adhere to the following rules:
 - a. Files size must not exceed 100K
 - b. Ads must not be deceptive (e.g., “click here for a message from your email provider”)
 - c. Ads must not be excessively distracting (e.g., they must not flash or blink incessantly)
 - d. Ads may use multiple frames to create smooth transition between images
 - e. Animated ads may run through a series of frames up to 5 times. Thereafter, they should be fixed in a static frame.
7. ASHRAE reserves the right in its sole discretion to determine whether the ad creative provided by the advertiser or its agency meets the criteria set forth in these guidelines both in technical terms and in the spirit of the guidelines.
8. ASHRAE.org accepts certain formats of Rich Media ads. These include:
 - a. Flash
 - b. AvenueA
 - c. Bluestreak
 - d. Enliven
 - e. Eyeblander
 - f. Mediaplex

Other formats may be accepted. Please check with ASHRAE.

9. File size for Rich Media is limited to 100K.
10. No audio or video may play without the viewers first interacting with the ad.



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11. ASHRAE.org shall serve the ads using its ad server (DART). Impression, click-through and other measures will be based on those provided by the ad server. Rich Media ad impressions shall be counted when the request for the first segment is received by the ad server.
12. Advertisers may use up to (10) creatives in a single campaign. This includes Rich Media, Animated Gifs, and static Gifs and JPEGs.
13. ASHRAE.org will use its best efforts to launch campaigns within 2 business day of receipt of a completed insertion order and creatives. New or additional creatives applied to the same campaign will be uploaded and active within 1 business day. (This excludes weekends, ASHRAE recognized holidays and scheduled and unscheduled events that may require additional time to properly create and test the campaign.)
14. ASHRAE may adopt other rules and guidelines for ad serving on its site or in its e-newsletters or such other digital media as ASHRAE may develop. These guidelines are subject to change without notice.
15. Ads must redirect to a bona fide operational page on the advertisers site. It is incumbent upon the advertisers or its agents to ensure that this page is functioning properly. ASHRAE reserves the right to suspend any ad campaign or creative that is found to redirect to a broken or non-existent page.
16. Advertisers are responsible for the creation of their ads.