



# TripAdvisor Media Kit

## Ad Specs

### August 2011



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# Online Banner Advertising Guidelines

## Ad Policies

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- Maintain and build the feeling of trust & quality with TripAdvisor site visitors.
- TripAdvisor may restrict certain industries or clients from advertising on the site:
  - No competitive advertisers are allowed (e.g. Fodors, Frommers, Zagat, etc.).
  - Advertising for meta-search sites (kayak, etc.) in the travel and hotel space will also not be allowed.
  - Decisions about non-travel advertising without a travel tie-in will be determined on a case-by-case basis as will advertising for other review or list sites.
- No advertising materials that are indecent, illegal, misleading, harmful, abusive, harassing, libelous, defamatory, or other offensive materials are allowed on the site. No advertisements that simulate TripAdvisor's editorial matter in appearance or style, or that are not readily identifiable as advertisements will be allowed on the site.
- TripAdvisor does not restrict any colors within advertisements; however creative could be rejected if it seems to mimic the colors, functionality, content or look/feel of the TripAdvisor site or brand. This also applies to creative that may be mistaken for TripAdvisor content such as lists, or Wiki-type functionality.
- Advertisers may not use the words "trip" and "advisor" or "advice" in a way that capitalizes on the TripAdvisor name or brand.
- No "flashy", "blinking" or "game" style ads ("punch the monkey").
- No advertising for alcohol, gambling, prescription drugs, tobacco, religion, politics, guns or sexually explicit themes will be accepted.
- TripAdvisor reserves the right to reject creative or request revision if the content or design of the ad deems to be unsuitable for the site or negatively impact user experience.

## Language Requirements

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- Local language preferred
- English language allowed on all sites **except for the following where local language is required:**
  - France – entire site, all ads must be in French
  - Japan Homepage
  - DaoDao Homepage

## *Ad Guidelines*

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- Required clicktag format for flash files – no embedded url:  
on (release)  
{  
  getUrl (\_level0.clickTag,"\_blank");  
}
- Allowed formats: JPEG, GIF, Flash, html
- 3 creatives max for non 3rd party placements
- Booking widgets:
  - Are not permitted in 728x90 ad size
  - Allowed only on the specific pages based on the client's industry (the list of the pages provided upon request)
- Third party tags
  - Creative swapping through 3rd party tags allowed but all new creatives should conform to our specs and guidelines
  - If rich media creatives are being added into rotation, prior approval by TA is required
- Click through URLs
  - Must spawn a new browser window - spawning click-throughs in the same window is not allowed
- No brand awareness exposed vs non-exposed studies allowed

## *Rich Media Guidelines - General*

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- No out of banner ads allowed (floating ads)
- Sound has to be user initiated

## *Rich Media Guidelines – Expandable Ads*

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- Not allowed on the homepage
- Not allowed on network buys (TAMN)
- Only 3rd party ad-serving
- Expansion on click only, no mouse-over expandable
- Visible "close" button
- Requires TripAdvisor approval before launch

## Rich Media Guidelines – Video Ads

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- Only 3rd party ad-serving. TripAdvisor doesn't host video files
- Visible “STOP” or “PAUSE” button
- Maximum length: 30 sec

## Rich Media Guidelines – Peelback Ads

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- Not allowed on homepage
- Not allowed on network buys (TAMN)
- Not allowed on Dao Dao site
- Only 3<sup>rd</sup> party ad-serving – approved vendors list on request
- Expansion and closing on click only. No mouse-over expansion allowed
- Requires TripAdvisor approval and testing before launch
- Must receive the creative 7 business days prior to launch

### I. Teaser Creative File

Ad Unit Dimensions	125w x 125h pixels
Positioning	z-index needs to be 997
Maximum File Size	40k
Animation	Not allowed
Sound	Not allowed
Video	Not allowed
Frame Rate	18 frames per second max.

The Teaser file has one creative stage:

Though the overall Flash file dimension is 125w x 125h pixels, creative content is limited to the corner triangle area within the UPPER CORNER only (see image below).

On the creative flap, there must be the text: Click to open or Expand. Clicking on the Expand button displays the Expand file (see below for Expand file specifications).

The code to load the Expand file is handled by the creative template. The advertiser does NOT supply any additional code to handle the loading/display of the second Expand file.

The image below denotes the 125w x 125h pixel file dimension:



## II. Expand Creative File

Ad Unit Dimensions	500w x 500h pixels
Maximum File Size	40k for flash panel — 80k for polite download file
Animation	Unlimited.
Close Button	A clearly visible close button must appear in the bottom left hand corner of the expanded ad unit.
Sound	Allowed, must start sound off and must include a clearly labeled Audio on/off button.
Video	Allowed, must be hosted by a 3rd party. TripAdvisor cannot accept any video creative files directly.
Frame Rate	18 frames per second max.

Fully-open stage:

On the creative flap, there must be the text: Click to close or Close. Clicking on the close button will collapse the expanded creative and display the initial teaser.

The image below denotes 500w x 500h pixel file dimension.



## Rich Media Guidelines – Pushdown Ads

- Not allowed on network buys (TAMN/TAMG)
- Not allowed on Dao Dao site
- Only 3rd party ad-serving – approved vendors list on request
- Expansion and closing on click only. No mouse-over expansion allowed
- Requires TripAdvisor approval and testing before launch
- Must receive the creative 7 business days prior to launch

### I. Collapsed Creative File

Ad Unit Dimensions	970w x 66h pixels
Maximum File Size	40k
Animation	15 seconds maximum
Open Button	A clearly visible "click to expand" button must appear at the bottom of the ad unit at all times.
Sound	Not allowed
Video	Not allowed
Frame Rate	18 frames per second max.

Collapsed state:

The image below denotes a 970w x 66h pixel file dimension.

The screenshot shows the TripAdvisor website interface. At the top, there are links for "Sign in with Facebook", "Sign in", "Register Now!", "FREE Mobile App", and a language selector. Below this is the TripAdvisor logo and a search bar containing "los angeles" with a "SEARCH" button. A navigation bar includes links for "Home", "Hotels", "Flights", "Vacation Rentals", "Restaurants", "Best of 2011", "More", and "Write a Review". The main content area is a collapsed ad unit with the TripAdvisor logo, the text "970x66", and a "click to expand" button. Below the ad unit, the search results for "los angeles" are visible, including a "Recently viewed" list on the left, a "Search results for 'los angeles'" section with a list of results (1-10 of 243), and a "Los Angeles Travel Deals" section on the right.


## II. Expand Creative File


Ad Unit Dimensions	970w x 418h pixels
Expansion Direction	Down
Maximum File Size	40k for flash panel — 80k for polite download file
Animation	Unlimited.
Close Button	A clearly visible close button must appear in the top right hand corner of the ad unit at all times.
Sound	Allowed, must start sound off and must include a clearly labeled Audio on/off button.
Video	Allowed, must be hosted by a 3rd party. TripAdvisor cannot accept any video creative files directly.
Frame Rate	18 frames per second max.

Fully-open stage:

By expanding, the creative content pushes down the content of the page.

The image below denotes a 970w x 418h pixel file dimension.




[Sign in with Facebook](#) | [Sign in](#) | [Register Now!](#) | [FREE Mobile App](#) | 

[SEARCH](#)

Search results

[Home](#) | [Hotels](#) | [Flights](#) | [Vacation Rentals](#) | [Restaurants](#) | [Best of 2011](#) | [More ▾](#) | [Write a Review](#)

**970x418**


**Recently viewed**

[Los Angeles](#)  
[Magic Castle Hotel](#)  
[Elan Hotel Los Angeles](#)  
[San Francisco](#)  
[J. Paul Getty Museum](#)  
[Save](#) | [E-mail](#) | [Clear](#)


**Search results for "los angeles"**

1-10 of 243

[Los Angeles, California](#)



**Hotels** (293) | **B&Bs/Inns** (53) | **Vacation Rentals** (260)  
**Restaurants** (3,810) | **Things to Do** (533) | **Forums**

 **Los Angeles Travel Deals**

[Los Angeles: Book now and save!](#)  
[Luxe Hotel Sunset Boulevard](#) Book Now On Our Website for the Lowest Prices + Exclusive Specials  
[Los Angeles: Official Site](#)  
[Luxe City Center](#) Book Now On Our Website for the Lowest Prices + Exclusive Specials  
[Los Angeles: Groups: Need 3+ Rooms?](#)



## Trafficking/Implementation Timelines

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Type of ad serving	Format	Assets due
Site served	GIF, JPEG	2 business days prior to launch
Site served	SWF, html	5 business days prior to launch
3rd party tags	Expand/Video	5 business days prior to launch
3rd party tags	Peelback/Pushdown	7 days prior to drop date
Newsletter	GIF, JPEG	14 days prior to drop date

## Ad Specs

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Unit	Dimension	Rich media allowed	Max initial file size	Max polite file size	Animation	Expansion size	Flash specifics
Leaderboard	728x90	yes	40k	80k	30 sec limit unlimited looping	no limitation	18 fps
Rectangle	300x250						
Skyscraper	160x600						
Half Page Ad	300x600						
Medium Leaderboard	468x60						

## Email Newsletter Creative Guidelines

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### TripWatch

- 300x250 gif/jpeg file
- 140x40 logo gif/jpeg file (optional)
- No third party tags allowed
- Static images only, no animation allowed due to Outlook 07 limitations
- A third party click URL may be used and 1x1 impression pixel

### Member Update

- Same as above for TripWatch but no 140x40 logo



# Contact Information

## Sales Directors

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**Martin Verdon Roe**  
*VP Display Sales, EMEAA*



**John Henderson**  
*VP Ad Sales, Americas*



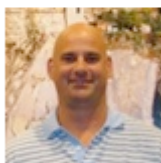
**Kevin Clapson**  
*Head of UK Sales*



**David Elkins**  
*Director of Sales*



**Thomas Bangert**  
*Group Head Display Sales –  
Continental Europe*



**Richard Black**  
*Director of Sales*



**Helena Egan**  
*Head of Destination Marketing  
Sales, EMEAA*



**Lanette Cueto**  
*Regional Sales Manager,  
Latin America*



**Mark Mamber**  
*National DMO Sales Manager*