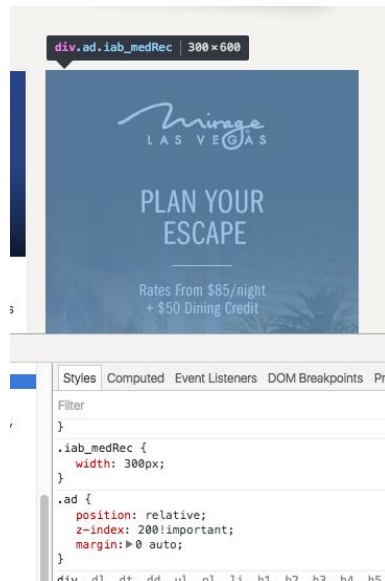


Rich Media/Expandable Ad Guidelines

Best practices and restrictions related to Rich Media/Expandable ads

The TripAdvisor Ad Wrapper

Our DoubleClick ads are served within an "ad wrapper" div (class="ad") that provides the commonly needed CSS rules for Rich Media ads (position, z-index). The ad wrapper provides **position: relative** and **z-index: 200** for stacking over site content during expansion. All Ads on the TripAdvisor site are deferred until after page load, and until the placement is in-view.



The DoubleClick Iframe is "Friendly"

The DoubleClick iframe is a friendly/same-domain iframe that facilitates creating expanded content outside the iframe (Note: the content should remain inside the DoubleClick Ad Wrapper).



Expandable Ad clipping due to content blocks with overflow:hidden

The TripAdvisor site includes some older content blocks that use overflow:hidden for layout. This can prevent ads from displaying correctly outside the boundaries of the ad wrapper. As we continue to update the content and correct the issue, if you run into difficulties with content clipping, please reach out to us. **Using javascript as a workaround to restyle TripAdvisor page content (e.g. set overflow:visible) is not permitted** since this can break the page layout.

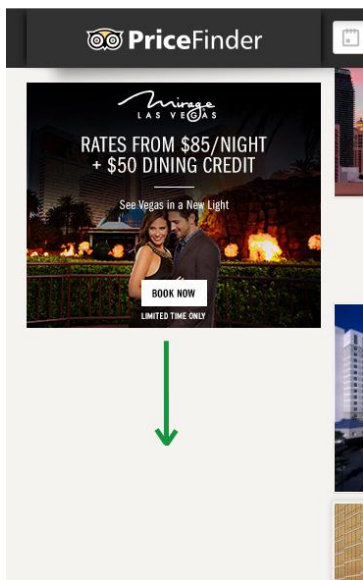
Avoid These Common Pitfalls:

Can two instances of your ad run on the same page?

Test multiple instances of your ad running on the same page. Avoid breakages caused by duplicate element IDs by using classNames for content that is placed outside the DoubleClick iframe (IDs must be unique to the page for proper referencing).

Our ads can scroll! Does your expanded content handle a scrolling (position:fixed) context?

If you keep your expanded content layers within the DoubleClick Ad Wrapper, the answer will generally be yes. If you're attaching content to the document BODY (**not permitted**) and positioning from the top/left of the BODY element then your creative will likely break during ad scroll.



Do not append ad content to the document body (e.g. for positioning)

Ads on the TripAdvisor site are refreshed during certain user interactions (content filtering, photo gallery clicks etc.). Ad content (e.g. expansion layers) appended to the document body can become orphaned on the page when ads are refreshed and replaced with new creatives. All expanded content should be appended to the DoubleClick ad wrapper so that it's completely replaced during ad refreshes.

Audio must be user-initiated

Ads that auto-play audio will not be permitted.

Excessive CPU usage

Per the the IAB guidelines, ads should not exceed 30% CPU usage during execution

http://www.iab.com/wp-content/uploads/2015/11/IAB_Display_Mobile_Creative_Guidelines_HTML5_2015.pdf