



SERVICE LEVEL AGREEMENT

EXTERNAL

AD OPERATIONS

Submission deadlines for completed creative

Assets	Deadline
Standard third-party Tags/Gif/Jpeg	3 working days
Video	3 working days
Complex creative*	5 working days
HTML5**	10 working days
Custom***	10 working days

NOTES

* Complex creative defined as large volumes (10+ of standard creatives/line items), IAS/Double Verify Creative tags, Takeovers, Native Ads etc.

** Static banners and click through URLs must be requested as a backup for HTML5

*** Custom includes: Skyboxes, Powerbars, Mobile Adhesion banners, etc.

DESIGN CREATIVE

Max two rounds of consolidated revisions for design campaigns. Additional fees may apply for further revisions.

- Creative received after 4pm the day before live date is not guaranteed to go live the next day
- If the submitted creative does not conform to the specifications, it will not be placed online and may result in a delayed launch date

ADDITIONAL

Programmatic Guaranteed can take up to 24 business hours

All creatives must conform to CBSi's published ad specifications. Any exceptions must be approved by Ad Ops management

All takeovers will have a test page set up and will require written approval by the client prior to going live

Takeovers cannot be changed on the same day as a client has given approval and creative set live



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