DAAC | **Digital Advertising Alliance of Canada**

Digital Advertising Alliance of Canada (DAAC)

Political Ad Icon & Ad Marker Creative Guidelines

The Political Ads Icon & Text in Canada

June 2019

Political Ad Icon and Ad Marker Creative Guidelines

Table of Contents

Introduction

The Political Ad icon, and the associated Ad Marker, provides users with access to enhanced transparency for the political advertising they are currently viewing. Consistent and proper usage of the Political Ad icon and Ad Marker will reinforce the application of consumer-friendly standards for transparency across the Internet.

In addition to these creative guidelines, please view [The DAAC Self-Regulatory Principle of Transparency for Political Advertising](#), which describes the requirements for our self-regulatory program.

To whom does this information apply?

- All entities using the Political Ad icon, either inside ads or on their websites or in apps,
- All entities engaged in serving notice inside or outside an online political advertisement,
- Agencies responsible for the development of digital ad creative. Creative agencies can use the following specifications for placing elements that are important for brand recognition and/or ad functionality, as well as to decide where the required notices should reside within the creative.

Implementation Recommendation

Both the enhanced transparency and control of the DAAC's AdChoices program and the transparency of the Political Ads program are important. To ensure that serving entities create a reliable and repeatable process for adhering to both programs, in instances when an ad is both politically-oriented as well as interest-based, it is recommended that the following guidance be observed:

In instances where **both** the AdChoices and the Political Ads enhanced notices need to be provided, it is recommended that the **Political Ad icon take precedence** as a political ad indicator.

However, even though the Political Ad icon should be served instead of the AdChoices icon, **serving entities still need to provide IBA-enhanced transparency and control** text and tools as defined in the [DAAC's Self-Regulatory Principles for Online Behavioral Advertising](#).

Ad Marker Elements

The Ad Marker consists of three elements:

1. The Political Ad icon (see Figure 1)
2. Approved accompanying text.
3. A gray transparent container to isolate the icon and/or text from the surrounding creative when being presented inside an ad.

Figure 1

Approved Accompanying Text

For ad level notification (in or around the ad), the approved default phrases for the Political Ad icon's accompanying text are: **Political Ad Disclosure** in English and **Mention Publicité politique** in French.

The preferred treatment is to use one space between each of the words, and for French, the word "politique" should be lowercase.

Other approved phrases are included below:

English	French
Political Ad Disclosure (preferred)	Mention Publicité politique (preferred)
Who Made This Ad?	Qui est l'annonceur?
Political Ad	Pub politique
	Publicité politique (alternative to "Pub politique")

There should be no other alternative text substituted beyond the approved text above.

Minimum Ad Marker Sizes

To ensure legibility of the Ad Marker, minimum sizes for the Ad Marker elements have been determined regardless of the aspect ratio of the total ad size.
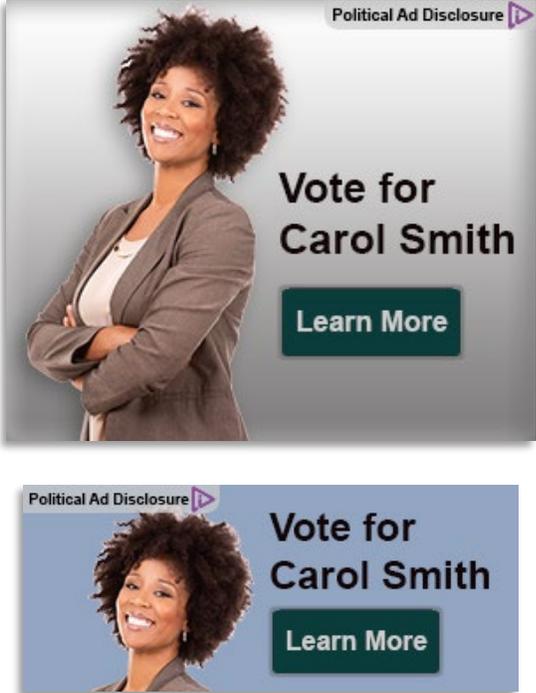
Icon
No less than 12 pixels by 13 pixels

Font
Arial Bold, no less than 11 pixels

Ad Marker Container Dimensions

When the Ad Marker is used inside an ad, the following containers should be used.

Ad Marker with Container	Spacing Dimensions
	Notice position: Top right corner of the ad. For mobile, top left. **Ad sizes:** Recommended for all display, native, video, and mobile advertisments. --- **Political Ad Disclosure**: 120 x 17 pixels **Mention Publicité politique**: 136 x 17 pixels **Who Made This Ad?**: 110 x 17 pixels **Qui est l'annonceur?**: 113 x 17 pixels **Political Ad**: 82 x 17 pixels **Pub politique**: 82 x 17 pixels

Examples are not to scale

DAAC In-Ad Notice Tool

In order to be more informative to viewers, the DAAC recommends participants use our in-ad notice tool, which standardizes the notices for political advertisers. Program participants who wish to use the in-ad notice tool, created specifically to provide the in-ad experience detailed in this document, should contact the DAAC to gain access (info@daac.ca).

Ad Level Notification

For ad level notification, the Ad Marker can be placed either <u>outside</u> of the ad (by First Parties) or <u>inside</u> the ad.

	When the Ad Marker is placed <u>inside the ad</u>, the default choice should be the upper right-hand corner. However, if this placement causes visual or functional interference with the underlying creative, then it can be placed in any of the four corners of the ad at the discretion of the party serving notice. There should be no space between the Ad Marker and the ad corner.

Example is not to scale

Mobile Ad Markers

Mouseover functionality will not work inside mobile ads, only a tap-through experience, which is an acceptable alternative.

MRAID is a standardized set of commands, designed to work with HTML5 and JavaScript, that developers creating rich media ads use to communicate what those ads do (expand, etc.) with the apps into which they are being served. MRAID supports the display of an icon overlay and opening a window that can provide users with more information about the ad.

Video Ad Markers

Most video players support the VAST 3 or 4 specification, which has native support for the icon. Mouseover functionality will not work, only a click-through experience, which is an acceptable alternative.

Notice Requirements

Once the enhanced notice is hovered, clicked or tapped, users should be provided with a disclosure that informs them about the political ad. This notice should be clear and meaningful.

View The DAAC Self-Regulatory Principle of Transparency for Political Advertising for details on what the Political Advertiser needs to disclose (read **B. Political Advertisement Notice**).

Expanding the Ad Marker

When the Ad Marker is used inside an ad, it can be expanded to show the user information about who authorized the ad within the ad itself. The DAAC strongly recommends this happen upon mouseover (hover), but it is also acceptable upon click or tap, particularly for video and mobile ad experiences where mouseover is not easily supported.

Expanded Ad Marker with Container	
	Default container width: 70%-100% ad coverage **Interaction:** The expanded notice should appear upon mouse hover. For mobile, upon tap. **Features:** Logo of organization in top left with details provided in accordance with The DAAC Self-Regulatory Principle of Transparency for Political Advertising document (specifically **B. Political Advertisement Notice**). **Small text:** Notifying the user that "This notice is provided by PoliticalAds.ca" is recommended, but not required.

Example is not to scale

Expandable Ad Marker Experience
The expandable Ad Marker presents users with an easy to use notice, which does not rely on significant user interaction for them to see information about the ad. As the user hovers over the Ad Marker with their mouse, the Ad Marker expands to include the full disclosure text required per The DAAC Self-Regulatory Principle of Transparency for Political Advertising. The width of the expanded notice should never be larger than the width of the ad.

In order to be more informative to viewers, the DAAC recommends participants use our in-ad notice tool, which standardizes the notices for political advertisers. Program participants who wish to use the in-ad notice tool, created specifically to provide the in-ad experience detailed in this document, should contact the DAAC to gain access (info@daac.ca).

The alternative to an expandable Ad Marker is to have the Ad Marker link to information about who authorized the ad on a landing page. The DAAC further recommends that the landing page linked to from the Ad Marker be solely dedicated to the information on who authorized the ad, and not be the landing page of the advertisement itself, unless that information is prominently provided to the user.

Ad Marker Colour Palette

Consistent colour usage across all media is integral to the increased familiarity of the Ad Marker. It should always be presented using the approved and recommended colour formulas listed below. However, except as prohibited in the *Unacceptable Icon and Ad Marker Applications* section, the colour of the Political Ad icon can be changed from the colour formula below when there is a valid creative reason for doing so. See the Spectrum Color Wheel for restrictions.

Political Ad Icon

PANTONE: 2082 C

CMYK: C=65 M=80 Y=12 K=01

RGB: R=15 G=81 B=146

HEX: 735192

Text

CMYK: C=0 M=0 Y=0 K=100

RGB: R=0 G=0 B=0

HEX: 000000

Grayscale: 70-100%

Gray Transparent Container (for use inside an ad)

CMYK: C=19 M=15 Y=15 K=0

RGB: R=204 G=204 B=204

HEX: CCCCCC

Grayscale: 20

Opacity: 70-90%

Unacceptable Icon and Ad Marker Applications

Important info Do not modify the Ad Marker text in any way.

 Do not modify or recreate the icon.
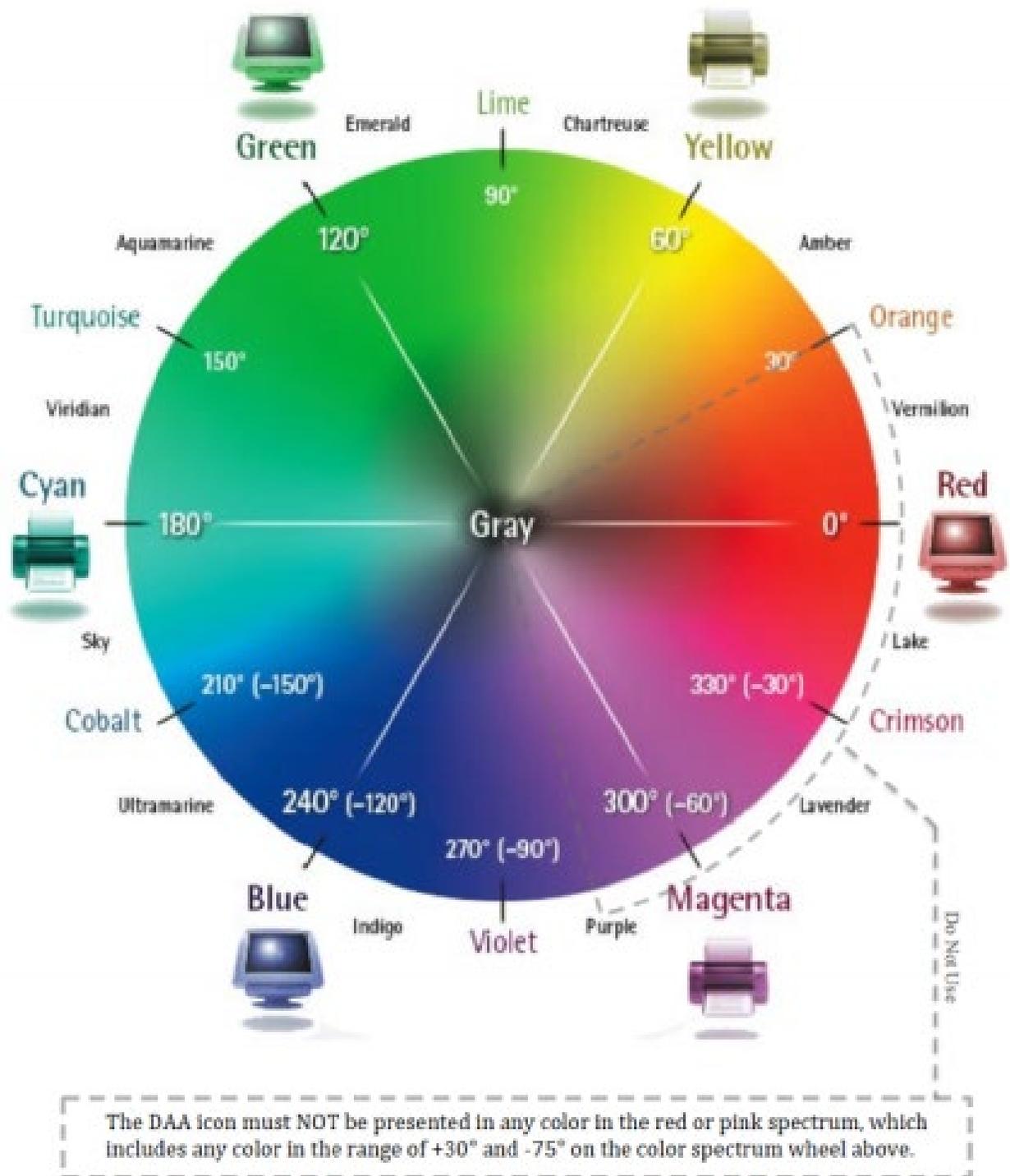
 Do not place the icon on a busy background.

 Do not create patterns or backgrounds with the icon.

 Do not combine colours in the icon.

Icon Spectrum Colour Wheel

The DAA icon must NOT be presented in any color in the red or pink spectrum, which includes any color in the range of +30° and -75° on the color spectrum wheel above.

About the DAAC

The Digital Advertising Alliance of Canada (DAAC) is a not-for-profit consortium of seven marketing and advertising trade associations, and is responsible for administering the AdChoices self-regulatory program in Canada, which has expanded in scope to the political advertising sector (Political Ads program).

The Political Ads self-regulatory program responds to the growing use of digital advertising platforms and technologies to reach potential audiences with political advertising, and creates new tools to provide greater transparency to such emerging practices.

Through the Political Ads Program, the DAAC provides political advertisers with a standardized way to inform users about who is delivering the ad to them.

The DAAC is responsible for the operations of the self-regulatory program in Canada, coordinating often with other DAA-organizations running similar self-regulatory programs in the US and across Europe.

Questions may be sent to info@daac.ca

DAAC Founding Associations

The Digital Advertising Alliance of Canada (DAAC) is a consortium of the leading national advertising and marketing trade associations in Canada, consisting of:

- Association of Canadian Advertisers
- Association of Creative Communications Agencies
- Canadian Marketing Association
- Canadian Media Directors' Council
- Institute of Communication Agencies
- Interactive Advertising Bureau of Canada
- Quebec Media Directors' Council