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**Rich Media Vendor Approval Submission Form**

* Name:
* Company:
* Email:
* Phone:
* Reason: **Certification**
* How long have you been hosting creative and what are some of your clients?
* What type of Publisher ad servers have your tags run in? (Atlas, Doubleclick, OAS, etc)
* What type of products do you host?  (Example: Banner Ads, Expand Ads, Video, etc)
* What are your performance metrics tracking methodology?
* What type of reporting do you provide clients?
* Do you provide logins to your reporting system?
* Is this reporting system compatible with Ad-Juster?
* What types of reporting discrepancy do you see with other publishers? Is it within industry standard 3%?
* Do you use polite downloading for your ads?
* How do you serve backup gifs/ads?
* Do you serve backup ads for non compatible browsers via lt;noscript&gt;?
* Can you track impressions for special units with 1x1 pixels and clicks with click command redirects?
* Do you make multiple ad calls to different servers?
* We run on DART DFP and place DART Macros for tracking clicks and cache buster variables, is this possible in your tags?
* Our DART tagging architecture is on DART IFRAMEs.  Do you have technology to run banner ads than can run within IFRAMEs and expand ads that can escape the IFRAME?
* Do you use pub files for expand ads like other vendors?
* Do you drop cookies and what data are you collecting? What is the intended use of the data?
* Do you have a privacy policy?
* Is your technology compatible across all browsers? Including Google Chrome?
* Do you use Flash technology?
* Do you use technologies other than Flash?
* What is your server downtime measured at?
* Do you follow IAB creative specifications when developing creative?
* Do agencies bill of your third party numbers or the publisher's?
* What are your requirements to become certified in using your products?
* What is your support contact? Is there a main contact or email alias?
* What is your afterhours/emergency contact number?