

DISPLAY CREATIVE SPECS

Images

Max file size: 50kb

- Up to 16.
- Static only.
- Accepted Formats: .gif, .jpg, .jpeg, .png.
- Desktop Sizes: 300x250, 728x90, 320x50, 160x600, 300x600.
- Mobile / Tablet Sizes: 300x250, 728x90, 320x50, 480x320, 320x480, 300x50.
- Audio is not permitted.

Videos

- Can include up to four pieces of creative.
- Must be 15 or 30 second spots.
- mp4 format.



DISPLAY AD BEST PRACTICES

Basic

- Images must be clear and text must be legible, nothing sideways or upside down.
- Creative must occupy entire space of the ad dimensions.
- Creative file size limit 150kb (incl 3rd party tags).

Animation

- Max animation duration 15 seconds of looping ending in a static ad.

In Banner Video (IBV)

- HTML5 format.
- 50kb max file load and 2 mb for secondary file.
- Click to start video ads have not length limit.
- Auto start video ads have a 15 second play limit. Audio must be instantiated by user via mouseover.
- All IBV ads must end as a clickable static ad.
- All IBV ads must incl play, pause, mute and unmute buttons.

DISPLAY AD BEST PRACTICES

Description	Creative Dimensions	File Size Limit	File Types	Animation	3 rd Party Tags Accepted
Recommended	300x250	150kb	.jpg/.png/.gifs	15 sec max	Yes
Recommended	728x90				
Recommended	160x600				
	300x600				
Recommended Mobile only	300x50 or 320x50				
Mobile interstitial	320x480 or 480x320				
In banner video	300x320	50kb	3 rd party tag		
Expandable	Any IAB	150kb	3 rd party tag		

OTT CREATIVE SPECS

Videos

- 1080p -1920x1080 (recommended) and 1440x1080 or 720p -1280x720.
- Aspect ratio:
 - Accepted: 16:9 (recommended), 4:3.
 - Not accepted: 3:2.
- Frame rate: 23.98, 25, or 29.97 frames/second.
- Duration: 15 sec, 30 sec or 60 sec
- Video Bitrate: 1500kbps.
- Can include up to 4 pieces of creative.
- Mp4 format.
- File size should be 200MB or less.



GF - CREATIVE SPECS

Images

Max file size: 50kb

- Up to 16.
- Static only.
- Accepted Formats: .gif, .jpg, .jpeg, .png.
- Desktop Sizes: 300x250, 728x90, 320x50, 160x600, 300x600.
- Mobile / Tablet Sizes: 300x250, 728x90, 320x50, 480x320, 320x480, 300x50.
- Audio is not permitted.

Videos

- Can include up to four pieces of creative.
- Must be 15 or 30 second spots.
- mp4 format.

