ideas® link.
Digital Media Marketing

Standard Creative Specs

1. FILE SIZE: Max file size is 220kb

2. AD SIZES: 300x250, 728x90, 160x600, 300x50 and 320x50
Other ad sizes available include. 88x31, 120x60, 120x90, 120x160, 120x240, 120x600, 125x125, 160x90, 160x600, 180x90, 180x150, 200x90, 200x200, 234x60, 240x400, 250x250x 300x50, 300x100, 300x250, 300x600, 300x850, 320x50, 320x480, 336x280, 450x50, 468x15, 468x60, 468x728, 480x320, 600x315, 640x100, 700x500, 728x15, 728x90, 768x1024, 970x90, 1024x768.

Interstitial Display Ad Sizes: 320x480, 768x1024, 480x320, 1024x768

3. ANIMATED ADS:
- We recommend a máximum of 18 frames per second
- We recommend a máximum animation lenght of 30 seconds with no more than two loops.
- These ads can be run in “in-banner”, pre-roll, and estándar video.

4. CLICKTAGS: Clicktags should be set up in the following format: clickTag
- For further clarification, prease visit

http://www.html5clicktag.org
- Ads serving within an iframe should open in a new window when clicked.
- Example: CllickTag Actionscript Code: in (release) {getURL (clickTAG,”_blank”);
- Tip: Please only implement one clicktag in each HTML5 file, as our platform does not support multiple click tags within one HTML5 file.

5. FACEBOOK NEWSFEED CREATIVE
- 600x315, 1200x628 recommended for scaling
- Headline_ 25 characters (including spaces)
- Body Text: 90 characters (including spaces)
- Destination URL

6. NATIVE
- Image: 1200x627, recommend for scaling
- Headline: 25 carácter max (including spaces)
- Body: 90 carácter max (including spaces)
- CTA: 15 carácter max (including spaces)
- Destination URL
- Logo: 128x128

7. CREATIVE BACKGROUNDS AND BORDERS:
On all ads with partially black, White, or transparent backgrounds, you must add a visible border of contrasting color to the majority background color of the creative.

8. ADS MAY NOT:
- Contain fake hyperlinks
- Resemble Windows, Unix, or Mac dialog boxes
- Simulate fake interactivity
- Contain audio (exception:user initiated)
- Initiate downloads
- Be intrusive
- Contain misleading content

Standard Creative Specs

Video & OTT/CTV Standars

- Dimensions: 1920x1200px and 1920x1080 px
- Audio Bitrate: 160 kbps or higher
- Video Bitrate: 5.4 Mbps or higher
- Preferred format: mp4 (h.264)
- Max video file size: 200MB Limitr. Validation Will prevent a larger video from being uploaded.

In-Banner Video Standars

- Dimension: 300x250
- Preferred Format: mp4 or HTML5 coded as 300x250
- Audio bitrate: 128 kbps or higher
- Video bitrate: 2.0 Mbps or higher
- Max initial payloaded file size: 200kb
- Max total video file size: 5MB
- Restrictions: Bound by display creative limitations.

Video cannot exceed 30 second of run time and must start with audio off.

HTML5 Standards

- 250 kb or smaller per individual ad and 2MB or smaller for entire rendered ad
- ZIP File Type- should containg the HTML for the ad as well as any of the other following file types:

- .CSS
- .JS
- .HTML
- .GIF
- .PNG
- .JPG
- JPEG

- Expandable ads are not supported.
- Mobile Ad Networks (MoPub) must use target="_blank" on links due to their limited support for Iframes. See here for further details: https://dev.twitter.com/mopub-demand/Marketplace/iframe.
- Zip files can contain up to 50 files
- Subfolders are not supported
- Primary file must be named index.html
- All images used in HTML5 ads must be local images, not references images, and shoul be part or the assets that comprise the ZIP file.
- HTML5 ads must incluide:

- <!DOCTYPE html> declaration
- <html >tag
- <body >tag
- Ad format size meta tag within the <head >tag. For example:

<meta name="ad.size" content=width=300,height=250" >

- All code and assets must be referenced using a relative path to resources included in the .ZIP file. No external references are allowed.

Facebook Video Standars

- Aspect Ratio: 16:9
- Text: 90 characters (including spaces)
- Format: MP4
- Length: Max 45 minutes

Other Items To Consider

<u>Playback Method</u>

- Auto-play sound: on/off (click to play is preferred by publishers)

<u>Video Types</u>

- Interstitial: Web page displays before or after expected content
- InBanner: Video built into a banner ad
- Instream: Pre-roll, mid-roll, post-roll

Ads Inventory

Facebook Newsfeed

1200x628

Example

600x315

Ads Inventory

Display

300x50

320x50

728x90

160x600

300x250

Ads Inventory

Interstitial

320x480

480x320

768x1024

Ads Inventory

Interstitial

1024x768

Ads Inventory

Mobile

300x250

300x50

Ads Inventory

Native

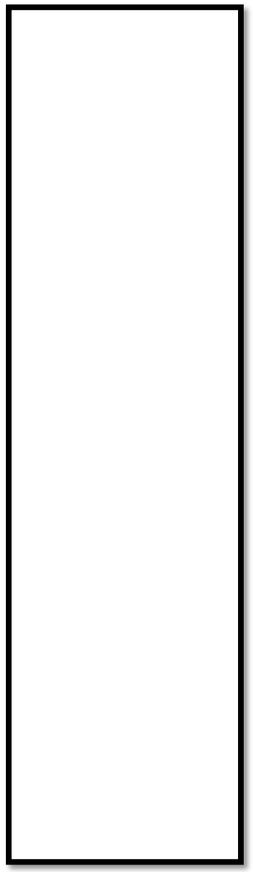
600x315

1200x628

1200x627

Ads Inventory

Animated Ads



160x600

300x50

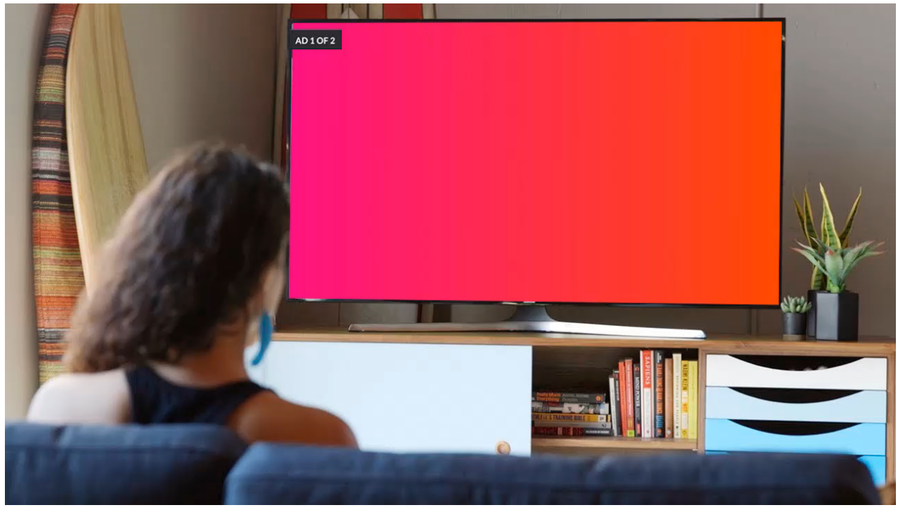
320x50

300x250

728x90

Ads Inventory

Smart TV



1920x1200

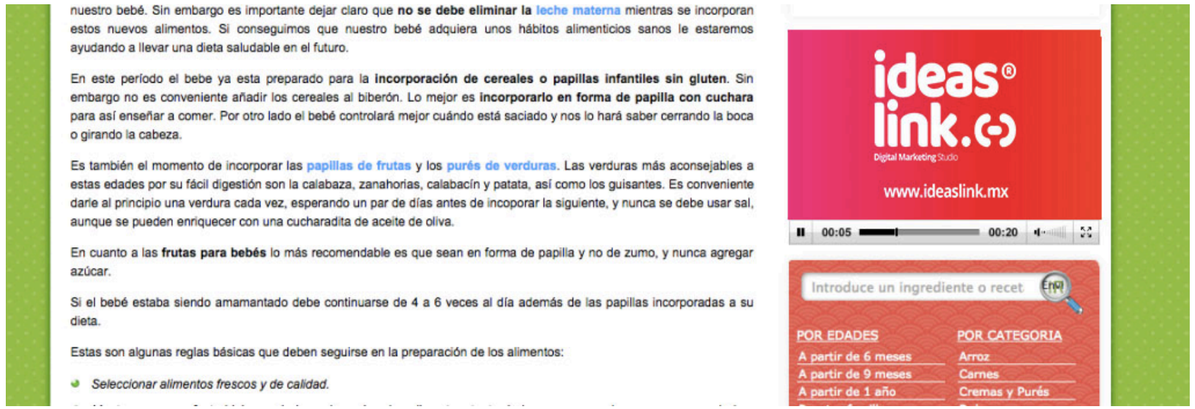
Ads Inventory

Smart TV

480x320

320x480

960x720



In-banner

Ads Inventory

Smart TV

960x540

300x250

728x1024