

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 maximum of 18 frames per second
- We recommend a maximum animation length 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, please visit <http://www.html5clicktag.org>
- Ads serving within an iframe should open in a new window when clicked.
- Example: CclickTag 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 include:
 - <!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

Playback Method

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

Video Types

- 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

**ideas[®]
link.** 
Digital Marketing Studio

www.ideaslink.mx

1200x628



Example

**ideas[®]
link.** 
Digital Marketing Studio

www.ideaslink.mx

600x315

Ads Inventory



Display



300x50



320x50



728x90



160x600



300x250

Ads Inventory



Interstitial



320x480



480x320



768x1024

Ads Inventory



Interstitial

1024x768

ideas[®]
link.()

Digital Marketing Studio

www.ideaslink.mx



Ads Inventory



Mobile



300x250



300x50



Ads Inventory



Native



600x315



1200x628

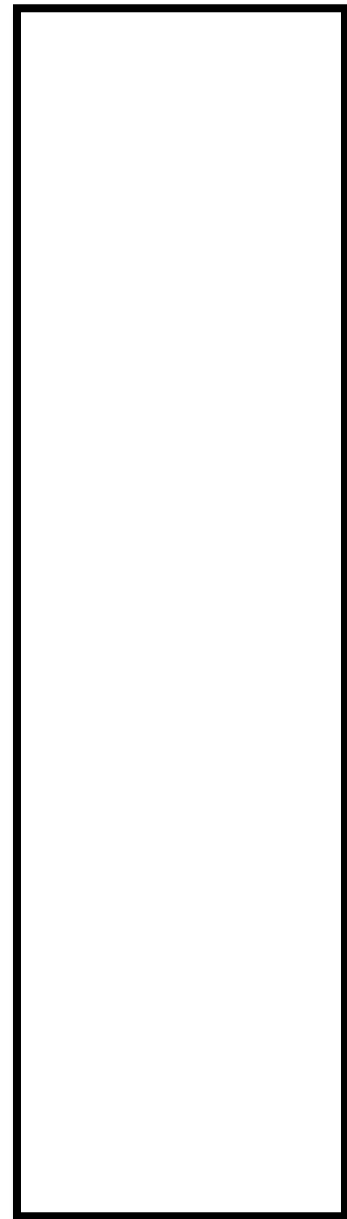


1200x627

Ads Inventory



Animated Ads



160x600



300x50



320x50



300x250

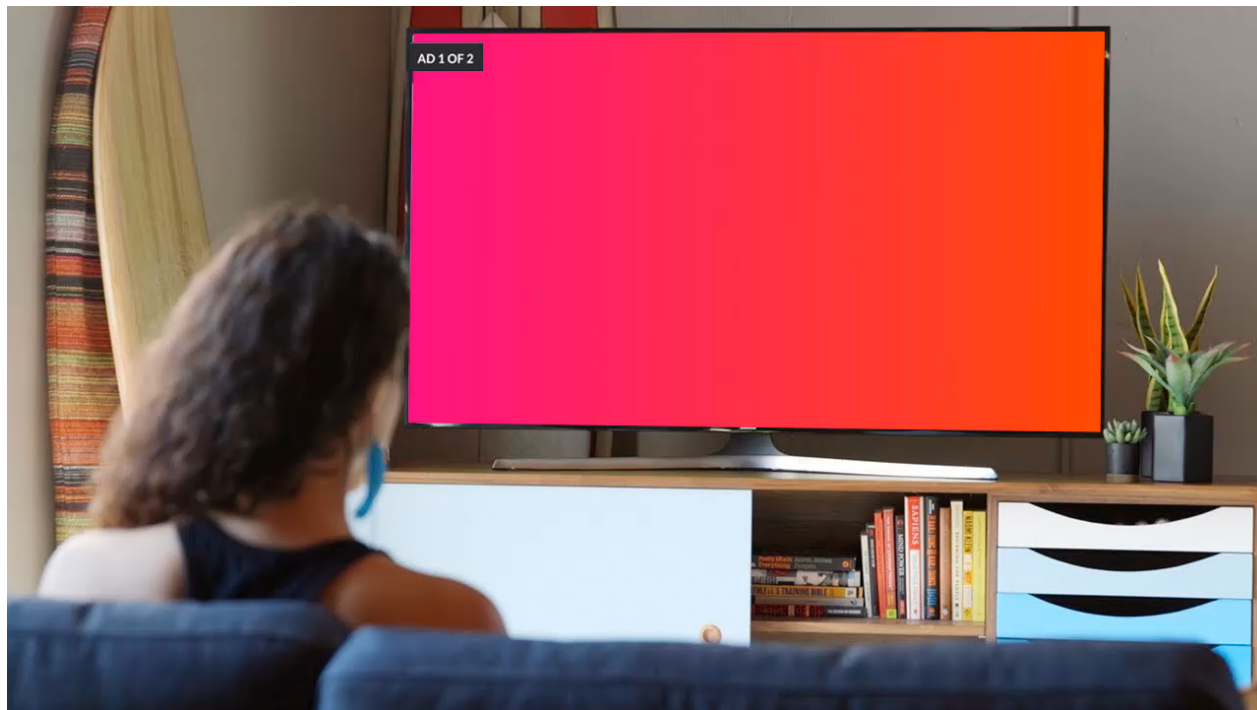


728x90

Ads Inventory



Smart TV



1920x1200

Smart TV



480x320



320x480



960x720

nuestro bebé. Sin embargo es importante dejar claro que **no se debe eliminar la leche materna** mientras se incorporan estos nuevos alimentos. Si conseguimos que nuestro bebé adquiera unos hábitos alimenticios sanos le estaremos ayudando a llevar una dieta saludable en el futuro.

En este período el bebe ya esta preparado para la **incorporación de cereales o papillas infantiles sin gluten**. Sin embargo no es conveniente añadir los cereales al biberón. Lo mejor es **incorporarlo en forma de papilla con cuchara** para así enseñar a comer. Por otro lado el bebé controlará mejor cuándo está saciado y nos lo hará saber cerrando la boca o girando la cabeza.


Es también el momento de incorporar las **papillas de frutas** y los **purés de verduras**. Las verduras más aconsejables a estas edades por su fácil digestión son la calabaza, zanahorias, calabacín y patata, así como los guisantes. Es conveniente darle al principio una verdura cada vez, esperando un par de días antes de incorporar la siguiente, y nunca se debe usar sal, aunque se pueden enriquecer con una cucharadita de aceite de oliva.

En cuanto a las **frutas para bebés** lo más recomendable es que sean en forma de papilla y no de zumo, y nunca agregar azúcar.

Si el bebé estaba siendo amamantado debe continuarse de 4 a 6 veces al día además de las papillas incorporadas a su dieta.

Estas son algunas reglas básicas que deben seguirse en la preparación de los alimentos:

- *Seleccionar alimentos frescos y de calidad.*



Digital Marketing Studio

www.ideaslink.mx

00:05 00:20

Introduce un ingrediente o receta

POR EDADES	POR CATEGORIA
A partir de 6 meses	Arroz
A partir de 9 meses	Carnes
A partir de 1 año	Cremas y Purés

In-banner

Ads Inventory



728x1024

Smart TV



960x540



300x250