

Programmatic Ad Specs

Static Ads

- Popular ad sizes: 300x250, 320x50, 160x600, 728x90, 300x50, 300x600, 120x600, 320x480, 480x320, 1024x768, 768x1024
- Maximum File Size: 200KB
- File Type: JPG, GIF, PNG
- Backgrounds & 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.
- Text: 125 characters or less.
- Animation length: No more than 15 seconds and/or 3 loops, Max Frame Rate: 24 fps
- Other Supported Ad Sizes: 120x20, 168x28, 180x150, 216x36, 234x60, 250x360, 300x50, 300x170, 300x340, 300x1050, 320x240, 320x320, 336x280, 386x300, 400x300, 468x60, 480x360, 480x800, 631x385, 640x480, 700x450, 750x200, 970x90, 970x250, 980x120, 980x150, 990x200

Video Ads (including OTT)

- Dimensions: Minimum height of 144px
- Aspect Ratio: 16:9 or 4:3
- Max File Size: 100mb
- Recommended Length: :15 and :30s
- Text: 125 characters or less

Audio Ads

- Recommended Length: 30s or less
- File Type: WAV, MP3, OGG
- Audio: WAV – 16-bit 44.1 kHz
- Max File Size: 1MB

HTML 5

- Formats: ZIP containing HTML and optionally CSS, JS, GIF, PNG, JPG, JPEG, SVG
- Max File Size: 150 KB or smaller
- Supported ad sizes - 200x200, 240x400, 250x250, 250x360, 300x250, 336x280, 580x400, 120x600, 160x600, 300x600, 300x1050, 468x60, 728x90, 930x180, 970x90, 970x250, 980x120, 300x50, 320x50, 320x100
- HTML requirements, HTML5 ads must include:
 - <!DOCTYPE html> declaration
 - <html> tag
 - <body>tag

HTML 5 (continued)

- Ad format size meta tag within the <head> tag. For example:
 <meta name="ad.size" content="width=300,height=250">
 Explicit end tags (inline ending tags will not be accepted):
- Example of valid end tags: <path></path>
- Example of what not to do: <path> or <path />
- Alternatively, you can extract the inline svg into a separate file.
- Upload requirements. All code and assets must be referenced using a relative path to resources included in the .ZIP file.