

Banner

Creatives need to be made with the following dimensions set in px (pixels). Deviation from these dimensions will NOT serve. Creatives need to be exact (i.e., not 301 x 250). These are the top recommended sizes for optimal ad serve.



300 x 250
desktop and mobile



160 x 600
desktop



728 x 90
desktop and mobile



300 x 600
desktop



320 x 50
mobile



320 x 100
mobile

We accept the following file types:

.jpg (or **.jpeg**)
.png
.gif (animated image)
.zip (HTML5)
Ad Tags

We do NOT accept the following file types:

.psd (Photoshop document)
.ai (Adobe Illustrator)
.swf (flash)
.pict

For optimal results on Ad Servers, compressed images for web are preferred:

< **80 KB** per file is recommended

> **100 kb** per file could cause under-delivery due to loading times on user's browsers

Video

Below are critical elements to keep in mind when placing video ads using our system.

Our hosted video dimensions are as follows:

400 x 225
400 x 300
480 x 360
1920 x 1080
640 x 360
1920 x 800

We offer **Pre-Roll** (representing the majority of available inventory), **Mid-Roll**, and **Post-Roll** video placements with the following file types:

.mpg
.mp4
.m4v
.mov
.avi
VAST Tags

Video files **must be less than or equal** to requested duration (i.e. we can bid on a 15 second request with a 10 second video). The standard durations available via our system are:

The maximum supported file size is **100MB**. We will encode the video down to a workable file size.

6 seconds
15 seconds
30 seconds
60 seconds

OTT

OTT video ads amplify your marketing reach through the expanding world of streaming. Below are the recommended specs for optimal performance as well as the minimum requirements.

Recommended for Optimal Performance (Example – ESPN Live Streaming Video)

Format: **MP4 with AAC audio**
Bitrate: **14,000 kbps or higher**
Frame Rate: **29.97 fps or higher**
VAST Version: **2.0 or higher**
Creative Size: **1280 x 720**
Duration: **15 or 30 seconds**

Minimum Video Creative Requirements

Creative Type: **VAST**
Media Type: **MP4**
Minimum Bitrate: **2,000 kbps**
Minimum Resolution: **1280 x 720**
Duration: **15 or 30 seconds**