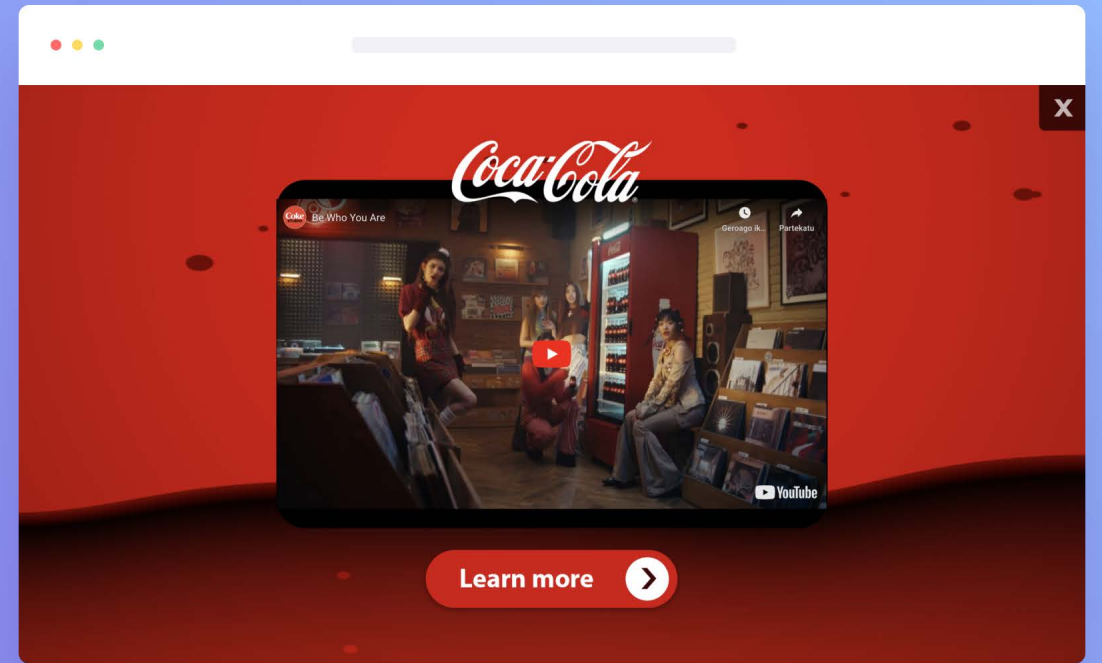


# Creative Requirements



Standard Rich Media



High Impact Ads



CTV Advertising

# Creative Requirements

	Static Banner	Animated Banner	Standard Rich Media	Custom Rich Media	In-Game Advertising	CTV Advertising
File Type	.png, .jpg, .gif	html5 (Java Script)	Assets for creative development: .png, .jpg or .psd	Assets for creative development: .psd	<b>Banner:</b> .jpg, .gif or html5 and tags <b>Video:</b> mp4	.mp4 or external VAST URI (without VPAID)
Dimension <small>NOTE: it might differ upon the specific country</small>	<p><b>Mobile:</b> 320x480, 300x250, 300x600, 250x250, 200x200, 300x100, 468x60, 320x50, 300x50</p> <p><b>Desktop:</b> 300x250, 728x90, 250x250, 300x600, 160x600, 120x600, 336x280, 970x90</p> <p>Eskimi team will accept also other sizes of banners, this is recommendation to use the most popular sizes.</p>	We support most of the formats, but they need to meet our requirements.	<p>300x250, 320x480, 300x600, 160x600, 300x50, 300x150, 300x300, 320x50, 320x100, 320x320, 336x280, 728x90, 970x90, 970x250</p> <p>Or a photoshop file (.psd) with all elements in the banner on separate layers and fonts.</p>	<p>Photoshop files with all elements in the banner on separate layers.</p> <p><b>Additionally:</b></p> <ul style="list-style-type: none"> <li>Brand guidelines, brand book, logos</li> <li>CTA button attached or guidelines given</li> <li>Banner flow and logic described in a few sentences</li> <li>All banner sizes that will be used in the campaign</li> </ul>	<p><b>Banner:</b> 480x320, 300x250, 640x360, 336x280, 320x480, 320x50, 640x480</p> <p><b>Additionally:</b> 768x1024, 1920x1080, 970x250, 728x90, 300x600, 320x320, 160x600, 250x250, 320x100, 360x640, 320x180</p> <p><b>Video:</b> 320x480, 480x320, 1024x768, 768x1024</p>	1920x1080
Size	Recommended up to 150KB. Maximum allowed up to 4.5MB.	Creatives may not exceed a 150K initial load. The total download cannot exceed 5MB.	-	-	Recommended video file less than 15MB.	Recommended 45 MB. Maximum 100 MB.
Duration	-	Ads must remain static after 30 seconds.	-	-	Recommended video duration 6-15 seconds.	Recommended up to 30 seconds. Maximum up to 1 minute.
Technical	-	<ul style="list-style-type: none"> <li>Creative must be fully SSL compliant (all request from https).</li> <li>Landing page also https. RM creative main index.html file has to have campaign landing page URL (click URL).</li> <li>RM creative must have Click Tag macros, one of {CLICK_URL}, {CLICK_URL_ENC}, {CLICK_URL_ASYNC}.</li> <li>Click Tag has to be inserted in main RM creative file (if it's html5: index.html file; if it's a JavaScript tag: main JS tag).</li> <li>All creatives must open landing page (click URL) in new tab/window.</li> <li>The target window for the click-through URL must be set to "_blank" so the click-through will open in a new window.</li> <li>Do not leave the target statement undeclared.</li> <li>Rich Media creative code has to be valid and pass validator: https://validator.w3.org.</li> <li>Also no errors in browser console.</li> </ul>	-	-	-	VPAID/OMID is not supported, therefore the viewability is not tracked.

# Creative Requirements

	Sticky Ads	Native Ads	High Impact Ads	Dynamic Ads	IBV video	VAST video	Rewarded video	Remote Creatives
File Type	.png, .jpg, .gif or html5 (Java Script)	.png, .jpg and text	Assets for creative development: .psd	<b>Product feed ads:</b> .json or .xml <b>Weather ads:</b> city and particular conditions <b>Other dynamic ads:</b> API	.mp4	.mp4	.mp4	Creative Tag (uploaded from an outside server)
Dimension <small>NOTE: it might differ upon the specific country</small>	320x50, 300x250, 728x90, 300x50, 320x100, 120x600, 300x100, 250x250, 160x600, 300x600, 336x280, 234x60, 200x200, 160x90, 240x400, 970x250, 320x480, 970x90, 468x60, 728x40	<b>Icon/logo:</b> 128x128 <b>Main Image:</b> 1200x627 (additional: 600x600, 400x400, 1200x1200) <b>Title:</b> 25 symbols* <b>Description:</b> max 90 symbols* <b>CTA:</b> max 15 symbols* <b>Advertiser:</b> max 25 symbols* <b>Additionally:</b> <ul style="list-style-type: none"> <li>• <b>Likes:</b> between 1 and a trillion</li> <li>• <b>Downloads:</b> between 1 and a trillion</li> <li>• <b>Price:</b> max 50 symbols</li> <li>• <b>Sale price:</b> max 50 symbols</li> <li>• <b>Phone:</b> max 50 symbols</li> <li>• <b>Address:</b> max 100 symbols</li> <li>• <b>Star rating:</b> max 4 symbols</li> <li>• <b>Additional description:</b> max 90 symbols</li> <li>• <b>Display URL:</b> max 1000 symbols</li> </ul> <small>*Including the spaces between letters</small>	<b>Floating ads:</b> 150x150 .png/.jpg/.psd <b>Full Page Takeover:</b> responsive <b>Topscroll:</b> responsive <b>Midscroll:</b> responsive NOTE: responsive means the format is adjusting to the screen size it is serving.	<b>Mobile:</b> 320x480, 300x250, 300x600, 250x250, 200x200, 300x100, 468x60, 320x50, 300x50  <b>Desktop:</b> 300x250, 728x90, 250x250, 300x600, 160x600, 120x600, 336x280, 970x90  Eskimi team will accept also other sizes of banners, this is recommendation to use the most popular sizes.	4:3 ratio	16:9 ratio	320x480 480x320	-
Size	Recomended up to 150KB. Maximum allowed up to 4.5MB.	-	-	-	Maximum up to 5MB.	Maximum up to 5MB.	Maximum up to 5MB.	-
Duration	-	-	-	-	Recommended up to 30 seconds.	Recommended up to 30 sec. Max 6 mins.	Recommended up to 30 seconds.	-
Technical	-	-	-	-	<b>Additionally:</b> <ul style="list-style-type: none"> <li>• Description</li> <li>• CTA</li> <li>• Companion banner 300x250 (.png/.jpg/html5 (Java Script))</li> </ul>	<b>Additionally:</b> <ul style="list-style-type: none"> <li>• Description</li> <li>• CTA</li> <li>• Companion banner 300x250 (.png/.jpg/html5 (Java Script))</li> </ul>	<b>Additionally:</b> <ul style="list-style-type: none"> <li>• Description</li> <li>• CTA</li> <li>• Companion banner 300x250 (.png/.jpg/.html5 (Java Script))</li> </ul>	Remote banners must comply with ad exchange policies and technical requirements, and they're supposed to have a timestamp at the end of their address.



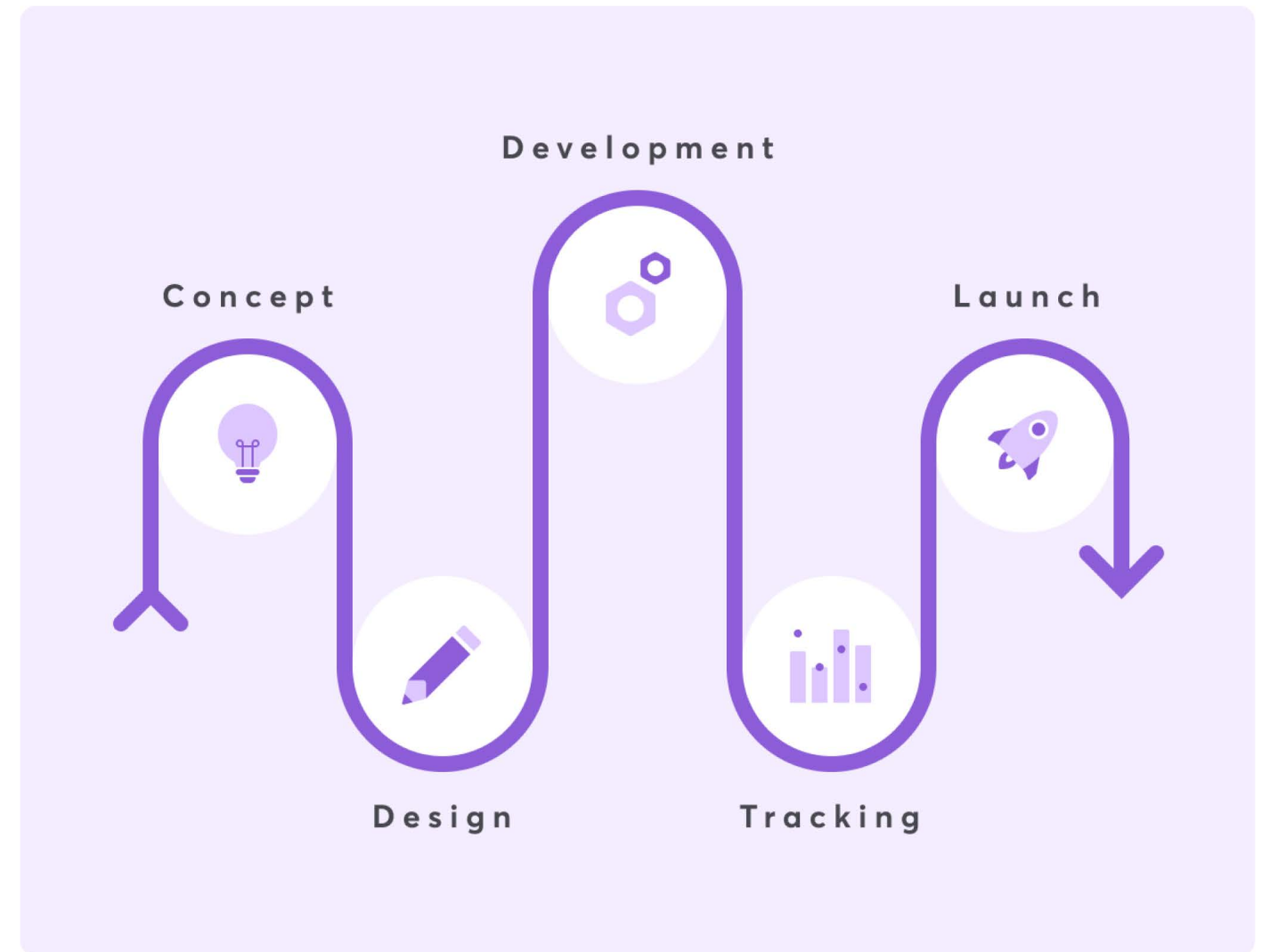
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