Creative Requirements

Please see updated Creative Requirements page here.

Static Banner

File type: .png, .jpg/.gif
Dimensions: might differ upon the specific country
Mobile - 320x480, 300x250, 300x600, 250x250, 200x200, 300x100, 468x60, 320x50, 300x50
Desktop - 300x250, 728x90, 250x250, 300x600, 160x600, 120x600, 336x280, 970x90
Size: Recommended up to 150 KB, maximum allowed up to 4.5 MB

Animated Banner

File type: html5 (JavaScript)
Dimensions: might differ upon the specific country
Mobile - 320x480, 300x250, 300x600, 250x250, 200x200, 300x100, 468x60, 320x50, 300x50
Desktop - 300x250, 728x90, 250x250, 300x600, 160x600, 120x600, 336x280, 970x90
Size: Creatives may not exceed a 150 KB initial load, the total download cannot exceed 5 MB
Duration: Ads must remain static after 30 seconds
Technical:

- Creative must be fully SSL compliant (all requests from https) — landing page also https.
- RM creative main index.html file has to have campaign landing page URL (click URL)
- RM creative must have ClickTag macros, one of {CLICK_URL}, {CLICK_URL_ENC}, {CLICK_URL_ASYNC}
- Click tag has to be inserted in the main RM creative file (if it's HTML5 - index.html file, if it's a JavaScript tag - main JS tag).
- All creatives must open landing page (click URL) in new tab/window.
- The target window for the click-through URL must be set to "_blank" so the click-through will open in a new window.
- Do not leave the target statement undeclared.
- Rich Media creative code has to be valid and pass validator - https://validator.w3.org.
- Also no errors in browser console.

Sticky Ads

File type: .png, .jpg/.gif/ HTML5 (JavaScript)
Dimensions:
320x50, 300x250, 728x90, 300x50, 320x100, 120x600, 300x100, 250x250, 160x600, 300x600, 336x280, 234x60, 200x200, 160x90, 240x400, 970x250, 320x480, 970x90, 468x60, 728x40
Size: Recommended up to 150KB, maximum allowed up to 4.5MB

Templated Rich Media

File type: Assets for Creative Development .png/.jpg or .psd
Dimensions:
300x250, 320x480, 300x600, 160x600, 300x50, 300x150, 300x300, 320x50, 320x100, 320x320, 336x280, 728x90, 970x90, 970x250 or Photoshop file (.psd) with all elements in the banner on separate layers and fonts

1 Image: Glitch, Rotating Billboard*
2 Images: Shake & Brake, Slider, Scratch to Reveal, Page Flip, Countdown, Dancing 3D*
3 Images: 3D Rotating, Carousel, Pixel pages, 3D Triangle, Blinds Swipe
4 Images: Carousel, Pixel pages, 3D Cubes, 3D Cube vertical, Animated Cubes, Animated 3D Cubes, 3D Cube horizontal, Parallax*
5-6 Images: Carousel, Pixel pages
6 Images: Parallax 3D Triangle*
7-10 Images: Carousel
8 Images: Parallax 3D Cube*
***** check specifications or rely on the creative builder on DSP

Custom Rich Media

File type: Photoshop file (.psd) with all elements in the banner on separate layers
Additionally:

- Brand guidelines, brand book, logos (if available)
- CTA button attached or guidelines given
- Banner flow and logic described in a few sentences
- All banner sizes that will be used in the campaign

Forced Perspective:
File type: ad design in Photoshop file format (.psd) with all elements in the banner on separate layers.
Product 3D model if available, and/or product print sheet in good quality image format.
3D model file format: .GLTF for web 3D format, .FBX or .OBJ,
UV wrapped with provided texture image files
Additionally:
Brand guidelines, brand book, logos (if available)
CTA button attached or guidelines given
Banner flow and logic described in a few sentences
All banner sizes that will be used in the campaign

3D Models:
Product 3D model if available, and/or product print sheet in good quality image format.
3D model file format -.GLTF for web 3D format, .FBX or .OBJ
UV wrapped with provided texture image files

Additionally:
Brand guidelines, brand book, logos (if available)
CTA button attached or guidelines given
Banner flow and logic described in a few sentences
All banner sizes that will be used in the campaign

High Impact Ads

File type: Assets for Creative Development .psd
Floating ad: 150x150 .png/.jpg/.psd
Full Page Takeover: responsive
Topscroll: responsive
Midscroll: responsive
Responsive means that the format is adjusting to the screen size it is serving.

Dynamic Ads

File type: Assets for Creative Development
Product feed - json or xml format.
Weather ads - city and particular conditions.
For any other types of dynamic ads, use API.
Dimensions:

- Mobile: 320x480, 300x250, 300x600, 250x250, 200x200, 300x100, 468x60, 320x50, 300x50
- Desktop: 300x250, 728x90, 250x250, 300x600, 160x600, 120x600, 336x280, 970x90

Native Ads

File type: .png/.jpg and text
Dimensions:

- Icon/logo 128x128
- Main image 1200x627 (additional 600x600, 400x400, 1200x1200)
- Title 25 symbols*
- Description max 90 symbols*
- CTA max 15 symbols*
- Advertiser max 25 symbols*
  * - including the spaces between letters

Additionally:

- Likes a number between 1 and trillion
- Downloads number between 1 and a trillion
- Price max 50 symbols
- Sale Price max 50 symbols
- Phone max 50 symbols
- Address max 100 symbols
- Star Rating max 4 symbols
- Additional Description max 90 symbols
- Display URL max 1000 symbols

In-Game Ads

File type:

- Banner .jpg/gif, html5 and tags
- Video .mp4

Dimensions:

- Banner: 480x320, 300x250, 640x360, 336x280, 320x480, 320x50, 640x480
  Additionally: 768x1024, 1920x1080, 970x250, 728x90, 300x600, 320x320, 160x600, 250x250, 320x100, 360x640 320x180.
- Video: 320x480, 480x320, 1024x768, 768x1024

Size: Recommended video file less than 15 MB
Duration: Recommended video duration 6-15 seconds

In-Banner Video

File type: .mp4
Dimensions: 4:3 ratio
Size: Maximum up to 5 MB
Duration: Recommended up to 30 seconds
Additionally:

- Description
- CTA
- Companion banner 300x250 in the file .png/.jpg/html5 (JavaScript) (not necessary)

VAST Video

File type: .mp4
Aspect ratio: 16:9 (landscape) or 4:3; pixel dimensions don't matter, the player scales the video
Size: Up to 5 MB recommended
Duration: No fixed maximum; shorter videos get higher completion rates

Full specifications and guidance: VAST Video.

Additionally:

- Description
- CTA
- Companion banner 300x250 in the file .png/.jpg/html5 (JavaScript) (not necessary)

Rewarded Video

File type: .mp4
Dimensions:320x480, 480x320
Size: Maximum up to 5 MB
Duration: Recommended up to 30 seconds.

Additionally:

- Description
- CTA
- Companion banner 300x250 in the file .png/.jpg/html5 (JavaScript) (not necessary)

CTV Ads

File type: .mp4, External VAST URI (without VPAID)
VPAID/OMID is not supported, therefore viewability is not tracked.
Dimensions: 1920x1080
Size: Recommended 45 MB. Maximum 100 MB.
Duration: Recommended up to 30 seconds. Maximum up to 1 minute.

Audio Ads

File type: MP3, WAV, WMA or OGG
Bitrate: at least 128 kbps
Size: max 50mb
Duration: Recommended 15 to 30 seconds (limited inventory supporting up to 60 seconds)

Facebook & Instagram ads (In-feed)

Facebook account integration, set-up (please contact adops for more details). Steps: Business settings > Pages > Choose an exact page > Assign Partners > Business ID > Enter Business ID > Choose Publish content and view earnings insights > Next > Done

Icon 128x128px (app/product icon)
Main image 1200x627px; 600x600px (keep text within the image to a minimum)
Title (product or service) 25 symbols*
Description (advertising text) 90 symbols*
CTA (described call-to-action for the destination) 15 symbols*
Advertiser (name of the advertiser) 25 symbols*
* - including the spaces between letters

YouTube bumper ad

Bumper ad: video no longer than 6 sec.
Uploaded to YouTube account & video link provided

YouTube in-stream ad

Video up to 15/20/30 sec (Recommended).
Uploaded to YouTube account & video link provided

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