

Campaign Creative Requirements 2.0

This page is the evolution of the previous [Creative Requirements](#) page. Updated 09.2026.

⚡ START HERE

The creative assets needed for campaigns depend on two things:

1. **The creative format you are using**
2. **Whether the client is supplying a finished advert or asking Creative Studio to build it**

Use this chapter to check the required file types, dimensions, file sizes and supporting information before either submitting a brief, or before going live with supplied creative.

Requirements may differ by country, publisher or placement. Always confirm the final campaign requirements.

📺 STATIC BANNERS

A static banner is a completed image with no movement or interaction.

REQUIREMENT	DETAILS
Accepted files	.PNG, .JPG or .GIF
Recommended size	Up to 150 KB
Maximum size	For File Banner: 150 KB For Rich Media templates: 4.5 MB
Movement	None

**While .GIFs are accepted, they come with limitations. [Ready about the file size hurdles with .GIFs here.](#)*

BANNER SIZES:

These are common dimensions, not a guarantee that every size is available in every market. See top performing sizes per market [here](#). You can also use the [Traffic Discovery Tool](#) for data from the past 30 days.

COMMON MOBILE DIMENSIONS	COMMON DESKTOP DIMENSIONS
200 × 200	120 × 600
250 × 250	160 × 600
300 × 50	250 × 250
300 × 100	300 × 250
300 × 250	300 × 600
300 × 600	336 × 280
320 × 50	728 × 90
320 × 480	970 × 90
468 × 60	-

ANIMATED BANNERS

These requirements apply for a completed HTML5 banner built by their own developer or creative agency.

REQUIREMENT	DETAILS
File type	HTML5 using JavaScript
Initial load	Maximum 150 KB
Total download	Maximum 5 MB
Animation duration	Must stop and remain static after 30 seconds

The same common mobile and desktop dimensions listed under **Static Banners** apply.

TECHNICAL REQUIREMENTS

The creative team (whether in-house with Eskimi Creative Studio, or the client's own internal or agency creative team) must ensure that:

- The creative is fully SSL compliant
- All files and resources load through secure `https` connections
- The landing page also uses `https`
- The main `index.html` file contains the campaign landing-page URL
- A supported click macro is included
- The click-through opens in a new browser tab or window

- The click target is set to `_blank`
- The HTML and JavaScript code is valid
- The creative passes the [W3C code validator](#)
- The browser console contains no errors

Supported click macros include:

- `{CLICK_URL}`
- `{CLICK_URL_ENC}`
- `{CLICK_URL_ASYNC}`

PLAIN LANGUAGE DEFINITIONS FOR NON-DEVELOPERS:

An HTML5 banner is basically a **tiny website inside an advert**. These rules make sure it is safe, works correctly and records clicks.

- **SSL compliant / HTTPS:** Everything must use a secure, locked internet connection; no part of the banner or landing page may use an unsafe `http` link
- **index.html:** This is the banner's main instruction file; it must know which website to open when someone clicks the advert
- **Click macro:** This is a temporary placeholder for the final tracking link; when the advert runs, Eskimi replaces it with the correct URL so the click can be recorded
- **Supported macros:** `{CLICK_URL}`, `{CLICK_URL_ENC}` and `{CLICK_URL_ASYNC}` are different versions of that placeholder; the developer chooses the correct one
- **Open in a new tab:** Clicking the advert should open the client's website without closing the page the person was viewing
- **_blank:** This is the code instruction that tells the browser to open the link in a new tab or window
- **Valid HTML and JavaScript:** The banner's code must follow the correct rules, like a sentence following grammar rules
- **W3C validator:** This is an online "spell-checker" for website code. It looks for mistakes
- **No browser-console errors:** The browser has a hidden area where it reports technical problems; that area should not show any errors

In simple terms: the client must supply a finished banner that is secure, opens the correct link, tracks clicks and contains working code. If they cannot provide that, they should send the editable design files and ask Creative Studio to build it properly.

These are developer requirements. If the client cannot provide a finished and technically compliant HTML5 file, submit the open files and brief Creative Studio to produce the banner instead.

☐ STICKY ADS

A sticky ad remains visible in a fixed position while the user moves through the page.

REQUIREMENT	DETAILS
Accepted files	.PNG, .JPG, .GIF or finished HTML5
Recommended size	Up to 150 KB
Maximum size	4.5 MB

[*See above about .GIF limitations.](#)

SUPPORTED DIMENSIONS

HEADER	FOOTER	SIDEBAR	FULL SCREEN
300 × 50	120 × 600	120 × 600	320 × 480
300 × 100	160 × 600	160 × 90	480 × 320
300 × 250	200 × 200	160 × 600	720 × 1280
320 × 50	250 × 250	200 × 200	768 × 1024
728 × 90	300 × 50	234 × 60	1,024 × 768
	300 × 100	240 × 400	
	300 × 250	250 × 250	
	300 × 600	300 × 50	
	320 × 50	300 × 100	
	320 × 100	300 × 250	
	320 × 480	300 × 600	
	336 × 280	320 × 50	
	468 × 60	320 × 100	
	728 × 40	336 × 280	
	728 × 90	728 × 90	
	970 × 90	970 × 250	

[*Everything you need to know about Sticky Ads.](#)

□ TEMPLATED RICH MEDIA

The **Rich Media Template Builder** is a self-serve tool inside the [Eskimi DSP](#) that lets you turn static images and videos into interactive, high-impact rich media ads in minutes, without any coding. Users choose from 20+ pre-designed templates (such as Carousel, 3D Cube, Pixel Pages,

Parallax and Scratch to Reveal), upload their assets into the template's frames, and are immediately ready for campaign go-live. It's available to every client tier, including self-service, with no Creative Studio involvement or minimum budget. Custom rich media, by contrast, is built by the Studio and carries a minimum spend.

WHAT TO PROVIDE

- Good quality .JPG / .PNG in the required dimensions
 - We usually prefer to deliver them in double the dimensions to prevent any pixelation - here's how it works using a standard 300x250 banner as an example:
 - The actual "slot" on the website is 300x250 pixels
 - If we provide a file that is exactly 300x250, it can look blurry on those sharp screens
 - To fix this, we create the image at 600x500 (double the size)
 - The website then "squeezes" those extra pixels into that original 300x250 slot
 - This isn't about making the banner physically bigger on the page - it's a compression tactic to make sure the image stays crisp and sharp.
- High-quality .PNG or .JPG images in the required banner dimensions
- .MP4 videos in the relevant dimensions for video templates

SUPPORTED DIMENSIONS

- 300 × 250
- 320 × 480
- 300 × 600
- 160 × 600
- 300 × 50
- 300 × 150
- 300 × 300
- 320 × 50
- 320 × 100
- 320 × 320
- 336 × 280
- 728 × 90
- 970 × 90
- 970 × 250

HOW MANY IMAGES ARE REQUIRED?

The number of required images depends on the selected template.

ASSETS AVAILABLE	POSSIBLE FORMATS
1 image	Glitch, Countdown, Dancing 3D, Rotating Billboard

ASSETS AVAILABLE	POSSIBLE FORMATS
2 images	Shake & Break, Blinds, Slider, Scratch to Reveal, Page Flip, Parallax
3 images	3D Rotating, Carousel, Pixel Pages, 3D Triangle, Parallax 3D Triangle
4 images	Carousel, Pixel Pages, 3D Cubes, Vertical 3D Cube, Animated Cubes, Animated 3D Cubes, Horizontal 3D Cube, Parallax 3D Cube
5-6 images	Carousel or Pixel Pages
7-10 images	Carousel

Some formats have additional requirements. Check the individual format specifications before confirming the execution with the client.

WHY ARE MY BANNERS PIXELLATING

☐☐ CUSTOM RICH MEDIA

Custom Rich Media is designed and developed specifically for the campaign rather than built from an existing template.

WHAT TO PROVIDE

- Editable PSD or other approved open files
- Each visual element on a separate layer
- Brand guidelines or brand book
- Logos
- Font files
- Final copy
- Final CTA
- CTA design or CTA guidelines
- All required banner dimensions
- A short explanation of the required user journey

WHAT IS THE USER JOURNEY?

The user journey explains what happens when someone sees or interacts with the advert.

For example:

1. The product appears.
2. The user selects an option.
3. The advert displays the result.
4. The user clicks the CTA to visit the client's website.

A few clear sentences are enough for an initial brief. More complex experiences may require a storyboard before development begins.

☐☐ FORCED PERSPECTIVE AND 3D FORMATS

Forced Perspective and other 3D formats require both the campaign design and accurate product references.

DESIGN ASSETS

Please provide:

- Editable campaign design files
- Each element organised on a separate layer
- Brand guidelines
- Logos
- Font files
- Final copy
- Final CTA
- CTA design or guidelines
- All required dimensions
- A short explanation of the required movement or user journey

3D PRODUCT ASSETS

Where available, please provide:

- An existing 3D model of the product
- Product packaging artwork or a print sheet
- High-quality product reference images
- All texture image files used by the 3D model

Accepted 3D model formats include:

- GLTF

- FBX
- OBJ

WHAT DOES “UV MAPPED” MEAN?

The 3D model provides the shape of the object. The texture image provides its surface design, including colours, labels, logos and product information.

UV mapping tells the software where each part of the flat texture must appear on the 3D object.

“ Think of it as wrapping a printed label around a bottle or placing packaging artwork around a box.

Where possible, provide a **UV-mapped 3D model with all related texture files**. A model without its textures may appear plain, white or incomplete.

If no 3D model exists, Creative Studio may require clear photographs of the product from the front, back, sides, top and bottom.

HIGH IMPACT FORMATS

High Impact formats use larger or more unusual placements to create a more noticeable experience.

WHAT TO PROVIDE

- Editable PSD or other approved open files
- Layered campaign artwork
- Logos
- Fonts
- Final copy
- Final CTA
- Brand guidelines
- High-quality images
- All available product assets

FORMAT	REQUIREMENT
Floating Ad	150 × 150 PNG, JPG or layered PSD

FORMAT	REQUIREMENT
Full Page Takeover	Responsive assets
Topscroll	Responsive assets
Midscroll	Responsive assets

WHAT DOES “RESPONSIVE” MEAN?

A responsive format adjusts to the size of the screen where it appears.

This means the design must work across different screen sizes instead of being created at only one fixed dimension. Creative Studio may request additional background images, safe areas or layered assets depending on the selected format.

DYNAMIC ADS

Dynamic ads automatically change some content using an external source of information.

For example, an advert may display different:

- Products
- Prices
- Locations
- Weather conditions
- Promotional messages

WHAT TO PROVIDE

The requirements depend on what will change.

DYNAMIC CONTENT	WHAT WE NEED
Products or prices	Product feed in JSON or XML format
Weather	The required cities and weather conditions
Other live information	Access to a suitable API
Creative design	Editable, layered campaign assets

WHAT ARE FEEDS AND APIs?

A **product feed** is a structured file containing information such as product names, images, prices and links.

An **API** is a connection that allows the advert to request information from another system.

“ Speak to Creative Studio before promising a dynamic execution. We must confirm that the data source is available, correctly structured and technically accessible.

COMMON MOBILE DIMENSIONS

- 320 × 480
- 300 × 250
- 300 × 600
- 250 × 250
- 200 × 200
- 300 × 100
- 468 × 60
- 320 × 50
- 300 × 50

COMMON DESKTOP DIMENSIONS

- 300 × 250
- 728 × 90
- 250 × 250
- 300 × 600
- 160 × 600
- 120 × 600
- 336 × 280
- 970 × 90

NATIVE AND SOCIAL FORMATS

NATIVE ADS

Native ads are designed to fit the look and structure of the website or app where they appear.

REQUIRED ASSETS

ASSET	REQUIREMENT
Icon or logo	128 × 128
Main image	1200 × 627
Additional image options	600 × 600, 400 × 400 or 1200 × 1200
Title	Maximum 25 characters
Description	Maximum 90 characters
CTA	Maximum 15 characters
Advertiser name	Maximum 25 characters

Character limits include spaces and punctuation.

OPTIONAL INFORMATION

Depending on the placement, you may also provide:

- Number of likes
- Number of downloads
- Price
- Sale price
- Phone number
- Address
- Star rating
- Additional description
- Display URL

OPTIONAL FIELD	MAXIMUM LENGTH
Price	50 characters
Sale price	50 characters
Phone number	50 characters
Address	100 characters
Star rating	4 characters
Additional description	90 characters

OPTIONAL FIELD	MAXIMUM LENGTH
Display URL	1,000 characters

FACEBOOK AND INSTAGRAM IN-FEED ADS

Before launch, the client’s Facebook account must be correctly connected. Contact Ad Operations for help with account integration and permissions.

REQUIRED ASSETS

ASSET	REQUIREMENT
App, product or brand icon	128 × 128
Main landscape image	1200 × 627
Square image	600 × 600
Title	Maximum 25 characters
Description	Maximum 90 characters
CTA	Maximum 15 characters
Advertiser name	Maximum 25 characters

Character limits include spaces and punctuation.

Keep text within the image to a minimum.

VIDEO AND AUDIO FORMATS

IN-GAME ADS

In-game advertising may use a banner or video displayed inside a game environment.

ACCEPTED FILES

- Banner: JPG, GIF, finished HTML5 or approved tags
- Video: MP4

COMMON BANNER DIMENSIONS

- 480 × 320
- 300 × 250
- 640 × 360
- 336 × 280
- 320 × 480
- 320 × 50
- 640 × 480

Additional supported dimensions may include:

- 768 × 1024
- 1920 × 1080
- 970 × 250
- 728 × 90
- 300 × 600
- 320 × 320
- 160 × 600
- 250 × 250
- 320 × 100
- 360 × 640
- 320 × 180

VIDEO DIMENSIONS

- 320 × 480
- 480 × 320
- 1024 × 768
- 768 × 1024

VIDEO REQUIREMENT	GUIDANCE
Recommended file size	Less than 15 MB
Recommended duration	6-15 seconds

▶ IN-BANNER VIDEO

In-banner video places a video inside a display banner.

REQUIREMENT	DETAILS
File type	MP4
Aspect ratio	4:3
Maximum size	5 MB
Recommended duration	Up to 30 seconds

Also provide:

- A short description
 - CTA wording
 - An optional 300 × 250 companion banner in PNG, JPG or finished HTML5 format
-

VAST VIDEO

VAST is a standard method used to deliver video ads across compatible websites and apps.

REQUIREMENT	DETAILS
File type	MP4
Aspect ratio	16:9
Maximum size	5 MB
Recommended duration	Up to 30 seconds
Maximum duration	6 minutes

Also provide:

- A short description
 - CTA wording
 - An optional 300 × 250 companion banner in PNG, JPG or finished HTML5 format
-

REWARDED VIDEO

Rewarded video gives a user an in-app reward for watching the advert.

REQUIREMENT	DETAILS
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File type	MP4
Dimensions	320 × 480 or 480 × 320
Maximum size	5 MB
Recommended duration	Up to 30 seconds

Also provide:

- A short description
 - CTA wording
 - An optional 300 × 250 companion banner in PNG, JPG or finished HTML5 format
-

CONNECTED TV ADS

Connected TV, also called CTV, refers to video advertising shown through internet-connected television services and devices.

REQUIREMENT	DETAILS
Accepted file	MP4
Alternative delivery	External VAST URL without VPAID
Dimensions	1920 × 1080
Recommended size	Up to 45 MB
Maximum size	100 MB
Recommended duration	Up to 30 seconds
Maximum duration	1 minute

VPAID and OMID are not supported. This means viewability cannot be tracked using these technologies.

AUDIO ADS

REQUIREMENT	DETAILS
Accepted files	MP3, WAV, WMA or OGG
Minimum bitrate	128 kbps
Maximum size	50 MB

REQUIREMENT	DETAILS
Recommended duration	15-30 seconds

Some limited inventory supports audio up to 60 seconds. Confirm availability before promising a longer execution.

YOUTUBE BUMPER ADS

A bumper ad is a short YouTube video advert.

REQUIREMENTS

- The video must be no longer than 6 seconds
 - The final video must be uploaded to YouTube
 - The YouTube video link must be provided
-

YOUTUBE IN-STREAM ADS

REQUIREMENTS

- Recommended video duration: 15, 20 or 30 seconds
 - The final video must be uploaded to YouTube
 - The YouTube video link must be provided
-

FINAL ASSET CHECK

Before submitting the brief, confirm that you have provided:

- ☐
- ☐ The correct file type
- ☐
- ☐ The correct dimensions or aspect ratio
- ☐
- ☐ Files within the permitted size limit

- ☐
- ☐ Final, approved copy
- ☐
- ☐ Final CTA
- ☐
- ☐ The destination URL
- ☐
- ☐ Logos and brand guidelines
- ☐
- ☐ Font files where Creative Studio is producing the advert
- ☐
- ☐ Editable, layered source files where required
- ☐
- ☐ All required images or videos
- ☐
- ☐ A clear explanation of the creative behaviour
- ☐
- ☐ All required country or publisher specifications
- ☐
- ☐ Any required product feed, API or 3D assets
- ☐
- ☐ The campaign launch date

“ **Incomplete or incorrect assets may delay production.** Creative Studio lead times begin only after all required information and usable assets have been received.

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