

# Creative Requirements

## 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 150KB Maximum allowed up to 4.5MB

## Animated Banner

**File type:** html5 (Java Script)

**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 150K initial load, the total download cannot exceed 5MB

**Duration:** Ads must remain static after 30 seconds

**Technical:**

- Creative must be fully SSL compliant (all request 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 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 (Java Script)

**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

## Standard 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, Countdown, Dancing 3D\*, Rotating Billboard\*

**2 Images:** Shake & Brake, 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, 3D Cube vertical, Animated Cubes, Animated 3D Cubes, 3D Cube horizontal, Parallax 3D Cube\*

**5-6 Images:** Carousel, Pixel pages

**7-10 Images:** Carousel

\* check specifications

## 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

## 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 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 - 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 number between 1 and trillion
- Downloads number between 1 and 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 15MB

**Duration:** Recommended video duration 6-15 seconds

## In-Banner Video

**File type:** .mp4

**Dimensions:** 4:3 ratio

**Size:** Maximum up to 5MB

**Duration:** Recommended up to 30 seconds

Additionally:

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

## VAST Video

**File type:** .mp4

**Dimensions:** 16:9 ratio

**Size:** Maximum up to 5MB

**Duration:** Recommended up to 30 seconds. Maximum duration 6 minutes

Additionally:

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

## Rewarded Video

**File type:** .mp4

**Dimensions:** 320x480, 480x320

**Size:** Maximum up to 5MB

**Duration:** Recommended up to 30 seconds.

Additionally:

- Description
- CTA
- Companion banner 300x250 in the file .png/.jpg/html5 (Java Script) (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 (only 20% text allowed)

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

## Advanced templated rich media

**1-3 IMAGES FORMATS PREVIEW:** <https://dsp.eskimi.com/campaign/BA8srlkk>

**4+ IMAGES FORMATS PREVIEW:** <https://dsp.eskimi.com/campaign/25Bsrlkn>

Any supported sizes; Recommended sizes: 300x250, 300x600, 320x480, 320x50, 300x50, 300x100, 970x250, 728x90

**Floating banner:** 1 image

<b>Map banner:</b> map data cvs & up to 4 overlay elements - logo, button
<b>Map with drag</b> (Drag to see nearest store): map data & 1 image
<b>Panorama</b> (vertical & horizontal): 1 start image and 1 end image
<b>Flip:</b> 2 images
<b>Slider</b> (left to right): 2 images
<b>Drag to reveal (Slide):</b> 2 images
<b>Pixel page:</b> up to 5 images
<b>3D Prism:</b> 3 images
<b>Parallax cube:</b> 4 images, overlay elements optional
<b>VR showroom:</b> 4 room wall images
<b>Floating fixed ad:</b> templated: 4 images
<b>Blinds swipe:</b> up to 5 images
<b>Queue:</b> up to 5 images (min 2 required)
<b>Scroll to queue</b> (image changes when scrolled): up to 5 images (min 3 required)
<b>Slides:</b> up to 5 images (min 2 required)
<b>Train:</b> up to 6 images (min 2 required)
<b>Carousel: up to 6 images (min 3 required)</b>
<b>Deck of cards: up to 6 images (min 2 required)</b>
<b>Horizontal 4 side cube:</b> 4 images

Revision #25  
Created 19 August 2021 11:29:52  
Updated 25 April 2024 09:54:38 by Yana Gryshkova