

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

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

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