

SPECIFICATIONS SHEET

FIXED SIZE IN TRANSITION (LxH in pixels)	FILE SIZE	LOADING SIZE		FORMATS	MAXIMUM ANIMATION AND VIDEO LENGTH	AUDIO STARTUP	IMPLEMENTATION NOTES AND BEST PRACTICES
		MAX. INITIAL SIZE ALLOCATION <i>(See other tips on HTML5 in the notes)</i>	MAXIMUM PROGRESSIVE LOAD				
Leaderboard 728x90	728x90	Maximun weight 200 KO / HTML5 Max 1000 KO	2,2 MB unlimited if the video is streaming in the ad unit. (Video Streaming)	PNG, JPEG, GIF, HTML, TAGS	30 sec and less (loops included); 15 seconds recommended; maximum 3 loops Recommended that the final image include relevant information	Must be initiated by the user (with a click: mute/sound on); Must be muted by default	EXPANDING CREATIVES: Must be initiated by user. Pre-extension ads not supported. Mandatory call to action: ("hover for 3 sec. to extend" or "click to extend" and immediate retraction on cursor removal. Video in a banner: Video must include: Play, Pause, Mute (and/or volume 0 control). Note: if the sound is activated by hovering the cursor, it must be deactivated by removing the cursor.
Billboard 970x250	970x250	Maximun weight 200 KO / HTML5 Max 1000 KO					
BIG BOX 300x250	300x250	Maximun weight 200 KO / HTML5 Max 1000 KO					
Half Page 300x600	300x600	Maximun weight 200 KO / HTML5 Max 1000 KO					
Mobile Leaderboard 320x50	320x50	Maximun weight 200 KO / HTML5 Max 1000 KO	N/A		N/A	N/A	N/A
Pop up	280x420 (mobile) & 580 x 470(desktop)	Maximun weight 500 KO	N/A	GIF, JPEG, PNG	N/A	N/A	The 2 formats are required to display on all devices. No third party
Article 100% SOV*	Desktop: 970x250 & 300x600 Desktop and mobile :300x250 & 320x50 & 728x90	See weight per format above	Instruction above	PNG, JPEG, GIF, HTML5, TAGS	N/A	N/A	All formats are required to display on all devices
HPTO EPTO & Section takeover	Desktop: 970x250 & 300x600 Desktop and mobile :300x250 & 320x50 & 728x90	See weight per format above	Instruction above	PNG, JPEG, GIF, HTML5, TAGS	N/A	N/A	All formats are required to display on all devices
E-Newsletter BANNER	300 x 250	Maximun weight 200 KO	N/A	PNG, JPEC, GIF	N/A	N/A	No Tags / No third party / no tracker

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		MAX. INITIAL SIZE ALLOCATION	MAXIMUM PROGRESSIVE LOAD				
VIDEO PRE-ROLL	Adaptive 16:9 video recommended / Provide the highest resolution available.	MAXIMUM WEIGHT up to 512 MB (but we recommend not to go higher than 50 MB)	N/A	MP4, MOV, VAST TAG	15 seconds	The volume limit for ads is -24 LKFS	Do not disable the announcement function (skippable ad)
VIDEO OUTSTREAM	Adaptive 16:9 video recommended	MAXIMUM WEIGHT 4 MB	N/A	MP4, MOV, VAST TAG	15 seconds	The volume limit for ads is -24 LKFS	

Video Specifications

DURATION	15 to 30 seconds recommended. Other duration by request.
SOUND	Video is mute by default until user action (rollover or click)
FORMAT	HD, MP4 or MOV file
SIZE	HTML5 Player Responsive to Article Width – ideally 1080p
OTHER	Click Tracking URL and Impression Tracking URL

Banner Specifications

SHOPPABLE

FORMAT	JPG, PNG or GIF
SIZE	728 x 90 pixel width for Desktop Sized down to fit article width for each site 320 x 50 pixel width for Mobile Sized down to fit article width for each site Additional banner sizes on request

LEAVE BEHIND

FORMAT	JPG, PNG or GIF
SIZE	Any size works as image is scaled down to width of article. We recommend rectangle for desktop, and square for mobile

Native Creative Specifications

IMAGE FORMAT	JPG, PNG or GIF
VIDEO FORMAT	Same as above
CREATIVE RATIO	16:9 or 4:3 Ratio

Native Copy Specifications

HEADLINE	25 Characters
BODY	90 Characters
BRAND LOGO	1:1 Ratio (Mandatory)
OTHER TEXT	Brand Name: 25 Characters (Mandatory) CTA/Caption URL: 30 Characters
TRACKERS	Impression Tracking URL and Click Tracking URLs (Headline, Body Text, Main Image, Logo, CTA, Brand Name, Caption URL)

General Video Specs

MAX SIZE	4MB
PIXEL WIDTH	1920
PIXEL HEIGHT	1080

Pixel Specs

TYPE OF DV	Monitoring
PIXEL LIMIT	No limit
RESEARCH NOW PIXELS?	Yes

Banner Specs

SERVER	Telaria
DCM CLICK/IMP TRACKERS?	Yes, click only
CREATIVE TYPE	Static or GIF

HEIGHT

CODEC H264

IDENTIFIER

BITRATE 200 – 1500kbps

FRAMERATE Greater than 24fps

CREATIVE DUE DATE 48 hours prior to campaign start

ADOBE DMP Yes

PIXELS?

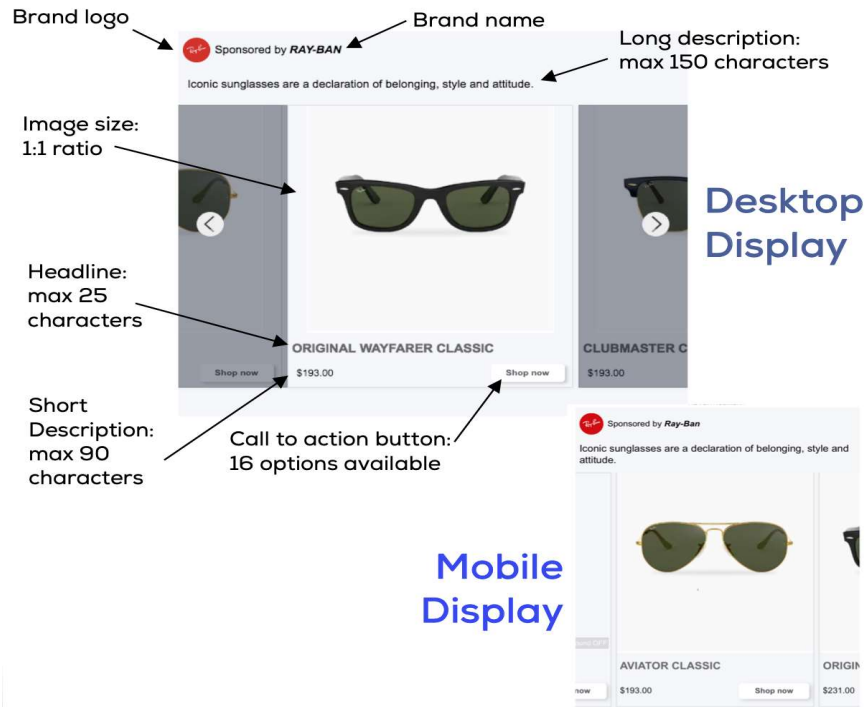
MAX TOTAL LOAD SIZE 300kb

LOOPING MAX Unlimited for GIF

MAX ANIMATION TIME Unlimited for GIF

Magnite Carousel Creative Specifications

Carousel Ad Specifications



Tiles: Minimum 2 tiles, maximum 10 tiles. Only one tile can be a video, and it must be the first tile.

Image file type: JPG, PNG or GIF

Image maximum file size: 30MB

Video file type: MP4 or MOV

Video maximum file size: 4MB

Video length: up to 240 minutes

Resolution: at least 1080 x 1080px

Tracking: Third party tracking and pixels are accepted. We are compatible with Sizmek and Moat. Tracking includes: impressions, clicks, quartile completions and mutes/un-mutes.

CTA English options: Apply Now, Book now, Contact Us, Download, Get Showtimes, Get Quote, Get Offer, Learn More, Listen Now, Request Time, See Menu, Send Message, Shop Now, Sign Up, Subscribe, Watch More

CTA French options: Aucun, Acheter, En profiter, En savoir plus, Écouter, Nous contacter, Postuler, Réserver, S'abonner, S'inscrire, Télécharger, Voir le menu