



# AdDaptive

Smarter B2B Advertising

## **AD SPECIFICATIONS**



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**FOR GEO TARGETED CREATIVES:**

PLEASE REQUEST A LIST OF IP ADDRESSES FROM ADDAPTIVE TO ADD TO YOUR INCLUSION LIST TO ENSURE CREATIVE PREVIEWING AND AUDITING IS TIMELY AND SUCCESSFUL.



# STANDARD DISPLAY

A basic image or animated ad that appears above, below, or alongside the page content.

## NOTE:

- Auto-Initiated Audio or Video Play will not be accepted
- All rich media must be in-banner, no expandable banners will be accepted
- Please note it may take up to 24-48 hours for Display, Native and Video creatives to pass through audit. It will take up to 5 business days for CTV/OTT and Audio creatives.
- All creatives must pass through Xandr's creative audit system. [Please click here for tips for successful creative audit.](#)

## STANDARD DISPLAY GUIDELINES

AD SIZE	<i>Note: Inventory availability may vary by size</i>		
	<b>DESKTOP</b>	<ul style="list-style-type: none"><li>• 300x250</li><li>• 160x600</li></ul>	<ul style="list-style-type: none"><li>• 728x90</li><li>• 300x600</li><li>• 970x250</li><li>• 970x90</li></ul>
	<b>MOBILE WEB / APP</b>	<ul style="list-style-type: none"><li>• 300x250</li><li>• 728x90</li></ul>	<ul style="list-style-type: none"><li>• 320x50</li><li>• 300x50</li></ul>
<b>INTERSTITIAL</b>	<i>Please note that significant delivery toward interstitial sizes may require a pricing adjustment.</i> <ul style="list-style-type: none"><li>• 320x480 (mobile)</li><li>• 768x1024 (tablet)</li></ul>		
<b>FORMATS</b>	Image & Click URL (PNG, JPG, GIF) Javascript/HTML tags <i>Javascript tags must accept third party click macros</i>		
<b>INITIAL LOAD SIZE</b>	40KB or less recommended for scale and performance, 150KB maximum accepted		



# HTML5

A rich media ad that incorporates features such as video & audio appearing above, below, or alongside the main page content.

**NOTE:**

- Auto-Initiated Audio or Video Play will not be accepted
- All rich media must be in-banner, no expandable banners will be accepted

For AdDaptive hosted HTML5, do not hardcode landing page URLs for your creative. This will be set by AdDaptive when the assets are uploaded. Creatives must reference the clickTag parameter in the URL of the creative when it is served in order to properly track clicks and open the landing page provided when assets are uploaded and clicked. Creative designers can either use your own code to ensure the reference is present, or use helper code provided in the Xandr HTML5 library. [Please click here for a documentation guide provided by Xandr.](#)

HTML5 GUIDELINES	
AD SIZE	
DESKTOP	<ul style="list-style-type: none"><li>• 300x250</li><li>• 160x600</li><li>• 120x600</li><li>• 970x90</li><li>• 728x90</li><li>• 300x600</li><li>• 970x250</li></ul>
MOBILE WEB / APP	<ul style="list-style-type: none"><li>• 300x250</li><li>• 320x50</li><li>• 728x90</li><li>• 300x50</li></ul>
INITIAL LOAD SIZE	<p>No Limit</p> <p><i>Google Max Limit: 150KB</i></p>

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<b>HTML REQUIREMENTS</b>	<b>HTML5 ads must include:</b> <!DOCTYPE html> declaration <html> tag <body> tag Ad format size meta tag within the <head> tag. <b>For example:</b> <meta name="ad.size" content="width=300,height=250">
<b>UPLOAD REQUIREMENTS</b>	<ul style="list-style-type: none"><li>• All code and assets must be referenced using a relative path to resources included in the .ZIP file. UTF-8 must be used for non-ASCII characters</li><li>• When uploading a .zip folder, the maximum number of files included is 40</li><li>• UTF-8 must be used for non-ASCII characters</li></ul>





# B2B SPONSORED CONTENT

## (NATIVE ADVERTISING)

Also known as “native.” It is a textual ad that appears within the content of the page following the format of the environment in which it is placed.

### NOTE:

By default, images may be auto-cropped to meet certain inventory requirements. Please be sure that images do not contain any words, text overlays, call to action buttons, or other items that have the potential to throw off the dynamic auto-cropping that occurs on some widgets.

[Please click here for our Sponsored Content/Native template that needs to be completed prior to launch.](#)

CREATIVE FIELD	SPECIFIC REQUIREMENTS
<b>TITLE</b>	The title is where the main storyline gets told and should be as detailed as possible to help engage the user. Note: This will not be displayed on all Native inventory. <b>Max: 25 characters</b>
<b>IMAGE</b>	The main thumbnail in the placement. <b>1200 x 627 px; Aspect Ratio 1.91:1</b> <b>Max file size: 200 KB</b> Include name of asset assigned to creative. This can be a JPG, GIF, or PNG file Note: Thumbnail size will vary by placement.
<b>ICON</b>	Please note this is not the same as the image. This is the brand’s logo that is displayed near the Title when the ad is served. <b>300 x 300 px; Aspect Ratio 1:1 required</b> This can be a JPG, GIF, or PNG file. Include name of asset assigned to creative.

Continued →



<b>LANDING PAGE</b>	The URL the user will be taken to when they click on the creative.
<b>SPONSORED BY</b>	The brand name that the user should associate with the creative. <b>Max: 25 characters</b>
<b>CALL TO ACTION TEXT</b>	Enter the text that exhorts the user to convert by installing the app, signing up for the mailing list, etc. <b>Max: 25 characters</b>
<b>FULL BODY TEXT</b>	The longer version of your ad's description – some publishers can display longer text in their native placements. <b>Rec: under 140 characters</b> <i>(going over the recommended limits will result in issues with scale and formatting)</i>



# VIDEO

AdDaptive digital video campaigns may run as in-stream video (pre, mid and post-roll) as well as in-banner video (banner stream). We recommend that all video assets are 30 seconds or less for optimal inventory and performance results.

IN-STREAM VIDEO (PRE/MID/POST-ROLL)	
AD SIZE	400 x 300 or larger (video player size) <i>Actual player size varies in live environment</i>
FORMATS	MP4 or FLV or WebM
VIDEO LENGTH	30 Seconds Max
FILE SIZE	100 MB <i>Larger files are accepted but significantly reduce available inventory influencing scalability</i>
BIT RATE	1-2 MB
VIDEO ASPECT RATIO	Recommended 16:9, Accepted 4:3
FRAME RATE	24-25 or 29-30 FPS
3RD PARTY SERVED	VAST 2.0 and 3.0/VPAID
TRACKING PIXEL	Impression, click redirect, and event
ACCEPTED CLICK-THROUGH	URL or Redirect Tag <b>Character Limit: 2048 Characters</b>





## IN-BANNER VIDEO (BANNER STREAM)

<b>AD SIZE</b>	<ul style="list-style-type: none"><li>• 640x360</li><li>• 480x360</li></ul>
<b>FORMAT</b>	MOV to MP4
<b>VIDEO LENGTH</b>	15 or 30 seconds
<b>FILE SIZE</b>	100 MB <i>Larger files are accepted but significantly reduce available inventory influencing scalability</i>
<b>BIT RATE</b>	1 MB
<b>FRAME RATE</b>	24-25 or 29-30 FPS
<b>3RD PARTY SERVED</b>	VAST tag that includes these formats: MP4, FLV, and WEBM
<b>ASPECT RATIO</b>	Native aspect without letterboxing (4:3, 16:9)
<b>AUDIO CODEC</b>	MP3 or AAC
<b>CLICK-THROUGH</b>	URL or redirect for video



## OTT, CTV VIDEO (B2B CTV)

An OTT (Over-the-Top video) creative is designed to be displayed before, after, or during in-stream video content delivered over the internet. Typically, OTT video content is played on a Connected TV (CTV) but can also be delivered on desktop, mobile, gaming consoles, and other streaming devices. CTV can include a TV that is connected to the internet via an external device (for example a Blu-Ray player or a gaming console), or a Smart Television. OTT content is generally viewed by engaged users watching high-quality video content in a full-screen mode. OTT advertising is considered premium digital video inventory.

### NOTE:

- Do not include segment pixels in your inline VAST code, because they will not load in the SDK
- Viewability reporting is not supported for OTT creatives
- VPAID is not supported for OTT placements, and FLV, WebM and VPAID media types will not be eligible to serve on OTT inventory.
- HULU inventory requires additional specifications noted on their [site](#).

OTT, CTV VIDEO GUIDELINES	
AD SIZE	1280x720 (sometimes notated as 720p)
FORMAT	MP4
VIDEO LENGTH	15 or 30 Seconds
BIT RATE	14,000 – 15,000 kbps
VIDEO ASPECT RATIO	Recommended 16:9
3RD PARTY SERVED	VAST 2.0
TRACKING PIXEL	Supported only to track Impressions, Clicks, and Quartile Completion



# AUDIO

AUDIO GUIDELINES	
FORMATS	MP3 (recommended), WAV, or OGG
VIDEO LENGTH	15 or 30 seconds (30 seconds max)
FILE SIZE	5 MB recommended, 20MB max <i>Technical hosted limit 100 MB, access to inventory cannot be guaranteed at this size</i>
BIT RATE	Minimum 128 kbps
SAMPLE RATE	44100 Hz
VOLUME	Normalized to -4db
3RD PARTY SERVED	VAST 2.0 creatives allowed if OGG audio asset is included. The URL must point to a valid XML file. Other file types are not supported at this time.
TRACKING PIXEL	Supported only to track Impressions, Clicks, and Quartile Completion.
AUDIO VERIFICATION URL	Audio Verification URL is required. The Audio Verification URL points to the brand that your audio creative represents. A creative without a verification URL will not pass the creative audit.
COMPANION BANNER (OPTIONAL)	Static Image, 640x640, 300x250 hosted JPG. Companion banners will not serve on all inventory and impressions.

# **STILL HAVE QUESTIONS?** **WE'RE HAPPY TO HELP.**

Please reach out to your Account Manager or Sales Contact directly.  
Or give us a call: 781.902.8989