



# Ad Specifications

# Contents

## **3 Standard Display**

Ad Size

Formats

Size

## **4 HTML5**

Ad Size

Load Size

HTML Requirements

Upload Requirements

## **6 B2B Sponsored Content (Native Advertising)**

Content Requirements

## **8 Video**

Ad Size

Details

## **10 OTT, CTV Video (B2B CTV)**

## **11 Audio**

### **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	
<b>AD SIZE</b>	<i>Note: Inventory availability may vary by size</i>
<b>DESKTOP</b>	<ul style="list-style-type: none"><li>• 300x250</li><li>• 728x90</li><li>• 970x250</li><li>• 160x600</li><li>• 300x600</li><li>• 970x90</li></ul>
<b>MOBILE WEB / APP</b>	<ul style="list-style-type: none"><li>• 300x250</li><li>• 320x50</li><li>• 728x90</li><li>• 300x50</li></ul>
<b>INTERSTITIAL</b>	<p><i>Please note that significant delivery toward interstitial sizes may require a pricing adjustment.</i></p> <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
<b>UNIQUE PLACEMENT IDS</b>	If you would like campaign reporting to be broken out by a specific parameter, you will need a unique placement ID for each.



# 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	
<b>AD SIZE</b>	
<b>DESKTOP</b>	<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>
<b>MOBILE WEB / APP</b>	<ul style="list-style-type: none"><li>• 300x250</li><li>• 320x50</li><li>• 728x90</li><li>• 300x50</li></ul>
<b>INITIAL LOAD SIZE</b>	No Limit <i>Google Max Limit: 150KB</i>

Continued →



<p><b>HTML REQUIREMENTS</b></p>	<p><b>HTML5 ads must include:</b></p> <ul style="list-style-type: none"> <li>&lt;!DOCTYPE html&gt; declaration</li> <li>&lt;html&gt; tag</li> <li>&lt;body&gt; tag</li> <li>Ad format size meta tag within the &lt;head&gt; tag.</li> </ul> <p><b>For example:</b></p> <pre>&lt;meta name="ad.size" content="width=300,height=250"&gt;</pre>
<p><b>UPLOAD REQUIREMENTS</b></p>	<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>
<p><b>UNIQUE PLACEMENT IDS</b></p>	<p>If you would like campaign reporting to be broken out by a specific parameter, you will need a unique placement ID for each.</p>



# 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> )
<b>UNIQUE PLACEMENT IDS</b>	If you would like campaign reporting to be broken out by a specific parameter, you will need a unique placement ID for each.



# 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)	
<b>AD SIZE</b>	400 x 300 or larger (video player size) <i>Actual player size varies in live environment</i>
<b>FORMATS</b>	MP4 or FLV or WebM
<b>VIDEO LENGTH</b>	30 Seconds Max
<b>FILE SIZE</b>	100 MB <i>Larger files are accepted but significantly reduce available inventory influencing scalability</i>
<b>BIT RATE</b>	1-2 MB
<b>VIDEO ASPECT RATIO</b>	Recommended 16:9, Accepted 4:3
<b>FRAME RATE</b>	24-25 or 29-30 FPS
<b>3RD PARTY SERVED</b>	VAST 2.0 and 3.0/VPAID
<b>TRACKING PIXEL</b>	Impression, click redirect, and event
<b>ACCEPTED CLICK-THROUGH</b>	URL or Redirect Tag <b>Character Limit: 2048 Characters</b>
<b>UNIQUE PLACEMENT IDS</b>	If you would like campaign reporting to be broken out by a specific parameter, you will need a unique placement ID for each.



## 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
<b>UNIQUE PLACEMENT IDS</b>	If you would like campaign reporting to be broken out by a specific parameter, you will need a unique placement ID for each.



# 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

<b>AD SIZE</b>	1280x720 (sometimes notated as 720p)
<b>FORMAT</b>	MP4
<b>VIDEO LENGTH</b>	15 or 30 Seconds
<b>BIT RATE</b>	14,000 – 15,000 kbps
<b>VIDEO ASPECT RATIO</b>	Recommended 16:9
<b>3RD PARTY SERVED</b>	VAST 2.0
<b>TRACKING PIXEL</b>	Supported only to track Impressions, Clicks, and Quartile Completion
<b>LANDING PAGE URL</b>	A landing page URL is required for audit purposes. The URL must point to a landing page representing the brand promoted in the CTV ad. A creative without a landing page URL will not pass the creative audit.
<b>UNIQUE PLACEMENT IDS</b>	If you would like campaign reporting to be broken out by a specific parameter, you will need a unique placement ID for each.



# Audio

AUDIO GUIDELINES	
<b>FORMATS</b>	MP3 (recommended), WAV, or OGG
<b>VIDEO LENGTH</b>	15 or 30 seconds (30 seconds max)
<b>FILE SIZE</b>	5 MB recommended, 20MB max <i>Technical hosted limit 100 MB, access to inventory cannot be guaranteed at this size</i>
<b>BIT RATE</b>	Minimum 128 kbps
<b>SAMPLE RATE</b>	44100 Hz
<b>VOLUME</b>	Normalized to -4db
<b>3RD PARTY SERVED</b>	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.
<b>TRACKING PIXEL</b>	Supported only to track Impressions, Clicks, and Quartile Completion.
<b>AUDIO VERIFICATION URL</b>	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.
<b>COMPANION BANNER (OPTIONAL)</b>	Static Image, 640x640, 300x250 hosted JPG. Companion banners will not serve on all inventory and impressions.
<b>UNIQUE PLACEMENT IDS</b>	If you would like campaign reporting to be broken out by a specific parameter, you will need a unique placement ID for each.



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

Please reach out to your Account Manager or Sales Contact directly.

