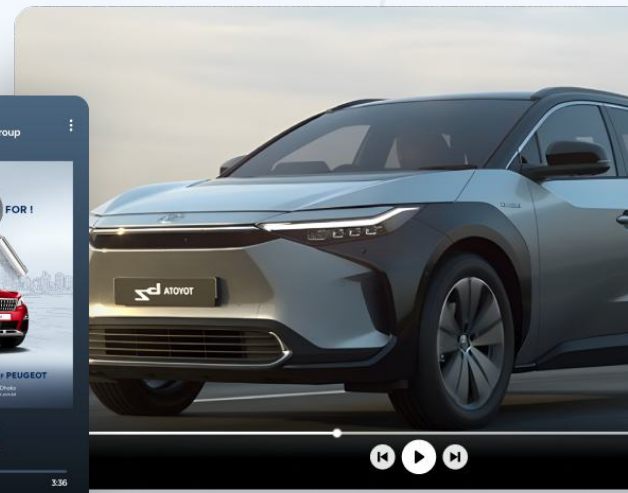
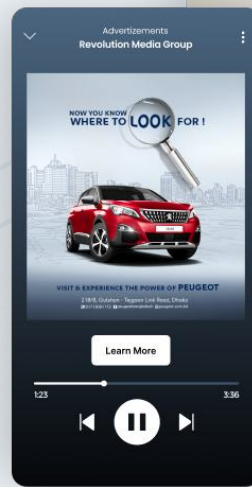


Creative Tech Specs



Streaming Ads

Attribute	CTV	Audio
File Extensions	.MP4 or VAST Tag*	.MP3, M4A, or .WAV
Duration	Exactly 00:15:000 or 00:30:000	Exactly 00:15:000 or 00:30:000
Bit Rate	At Least 19,000 Kbps	At Least 160 Kbps
Dimensions	1920×1080	N/A
File Size	500 MB to 10 GB	N/A
Frame Rate	23.98 or 23.97	N/A
Audio Sample Rate	48 rHz	N/A

VAST Tag = Most efficient CTV file type

*Using a **VAST tag** prevents technical errors by offering streamlined, one-way communication between ad servers and video players. Additionally, VAST tags provide tracking information, allowing all parties to see a comprehensive overview of ad performance.

Display Ads

Attribute	Display	*HTML5
File Extensions	.gif, .jpg, or .png	HTML, JS, CSS
Images	-----	JPG, JPEG, GIF, PNG and SVG
Bit Rate	At Least 150 Kbps	5MB
Recommended Ad Formats	300×250 and 300×50	300×250 and 300×50
Accepted Ad Formats	300×250, 320×50, 300×600, 728×90	300×250, 320×50, 300×600, 728×90
Initial Load	N/A	300 KB
Subload	N/A	600 KB
Initial File Load Count	N/A	10 Files
Subload File Count	N/A	100 Files
User Initial Load	N/A	2.2 MB

HTML5 = Most efficient display file type

*HTML banner ads provide a dynamic and engaging user experience by incorporating sound and motion. Their animation captures attention, making it less likely for viewers to scroll past without noticing. This ensures that your message engages the largest audience.

