

# Creative Tech Specs



## Streaming Ads

Attribute	CTV	Audio
File Extensions	.MP4 or <b>VAST Tag*</b>	.MP3, M4A, or .WAV
Duration	Exactly 00:30:00	Exactly 00:30:00
Bit Rate	At Least 19,000 Kbps	N/A
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
Audio Bit Rate	192 Kbps	160 Kbps
ProRes Codec Type	ProRes 422 HQ ProRes 422 Standard	N/A
Audio Channels	2 Channels (Stereo)	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	N/A	JPG, JPEG, GIF, PNG and SVG
Bit Rate	At Least 150 Kbps	5MB
Recommended Ad Formats	300×250 and 320×50	300×250 and 320×50
Accepted Ad Formats	300×250, 300×600, 320×50, 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 CTV file type

\*HTML banner ads offer a more engaging user experience to display sound and motion. As they're animated, they usually prevent people from scrolling past the advert without stopping – meaning that your message is seen by a higher number of viewers.

