

choozle

Creative Specifications

Choozle provides a digital advertising software platform that leverages detailed consumer data to power programmatic advertising campaigns across display, video, mobile, connected TV and other mediums—all from a single, intuitive interface.

Digital Advertising Made Easy®

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Top Performing Display Sizes



300x250
Medium Rectangle



728x90
Leaderboard



160x600
Wide Skyscraper



300x600
Half Page Ad

Top Performing Mobile Sizes



300x50
Mobile Leaderboard



320x50
Mobile Leaderboard



336x280
Large Rectangle



1024x768
Tablet Interstitial Landscape



768x1024
Tablet Interstitial Portrait

Video Sizes



640x480
recommended size for 4:3



480x360
minimum size for 4:3



640x360
minimum size for 16:9



1920x1080
recommended size for 16:9

Choozle recommends a 16:9 aspect ratio

Native Sizes



1800 x 1800
recommended size for 1:1



1000x750
recommended size for 1.33:1



2000 x 1333
recommended size for 1.5:1



1920 x 1080
recommended size for 1.77:1 (16:9)



1200x627
recommended size for 1.91:1

DISPLAY ASSETS

Accepted Sizes	300KB or smaller, including ZIP files containing individual creative assets
Accepted File Types	GIF, JPEG, JPG, PNG, HTML5
Asset Requirements	A display asset should have a clear, recognizable, and relevant image containing readable text that fits the selected image size. The asset can't appear sideways, upside down, or appear to be more than one ad. In addition, assets with partially black or white backgrounds should have a visible border of contrasting color.
Other Notes	Choozle does not support Flash Creative

VIDEO ASSETS

Accepted Sizes	200MB or smaller
Accepted File Types	MP4, FLV, WEBM, MOV, MPG, MPEG, OGG
Video Length	The acceptable duration for video ads ranges from 5 to 300 seconds, although the preferred lengths are 5, 15, 30, and 60 seconds. Auto-start video ads should be limited to a maximum duration of 15 seconds.
Assets Needed	In-banner ads must include controls for play, pause, mute, and unmute functionalities. A 300x250 static image should be provided as a backup for auto-start ads.
Companion Creatives	Select existing display creatives to be linked as companions to the video creative and upload them within the "Companion Creatives" section in the Creative Library. Companion creatives are limited to the following file types and sizes: JPG, GIF, PNG, 300x250, 728x90, 320x50, 160x600, 300x600, 300x50, 320x480, 468x60, 970x250.
Other Notes	You can include companion display ads and enable video ads for skippable inventory within the video asset settings. In the ad group's advanced settings, you can specify bidding on in-banner inventory once video assets have been added to the ad group.

THIRD-PARTY AD TAGS

Accepted File Types	Third-party tags are accepted from approved ad servers
Asset Requirements	<p>If you're not using an approved ad server, add the following macros to the secure ad tag generated by your third-party ad-serving system:</p> <p>Click Macro: %%TTD_CLK%% Cachebuster Macro: %%TTD_CACHEBUSTER%%</p>
Other Notes	Ensure your third-party assets meet our display standards in addition to the IAB standards .

HTML5 ASSETS

Accepted Sizes	10MB or smaller. The maximum size of any file in the archive is 2 MB.
Accepted File Types	<p>A ZIP file containing the HTML ad.</p> <p>The file may also contain CSS, JS, HTML, GIF, PNG, JPG, JPEG, or SVG</p>
Ad Length	Animated ads can loop for 15 seconds before becoming static.
Asset Requirements	<p>An HTML5 asset should have a clear, recognizable, and relevant image containing readable text that fits the selected image size. The asset can't appear sideways, upside down, or appear to be more than one ad. In addition, assets with partially black or white backgrounds should have a visible border of a contrasting colors.</p> <p>A click tag is a parameter used in HTML5 banner ads. The parameter is a variable that defines the destination URL and is provided in the primary HTML file as a URL parameter.</p>
Other Notes	<p>ZIP files can't contain nested folders. Additionally, when embedding an in-banner video within an HTML5 asset, the first onload event should not exceed 50KB, while the second onload event can go up to 2MB.</p> <p>HTML5 assets cannot be expandable</p>

NATIVE ASSETS	
Accepted Sizes	300KB or smaller, including ZIP files containing individual creative assets
Accepted File Types	JPEG, JPG, PNG
Asset Requirements	A native asset should have a clear, recognizable, and relevant image containing readable text that fits the selected image size. The asset can't appear sideways, upside down, or appear to be more than one ad. In addition, assets with partially black or white backgrounds should have a visible border of contrasting color.
Other Notes	<p>Ensure your third-party assets meet our display standards and the IAB standards.</p> <p>The 1.91:1 aspect ratio is the most common size for native assets, and we recommend building at least one image in the dimensions of 1200x627.</p> <p>Other common sizes include 1200x1200, 1000x750, 1200x800 and 1280x720.</p>

AUDIO ASSETS	
Accepted Length	<p>15 and 30-second audio ads are the most common ad lengths in audio advertising.</p> <p>A 15-second ad allows bidding on 15, 30, and 60-second inventory placements.</p>
Accepted File Types	MP3
Other Notes	<p>Ensure your assets meet our display standards and the IAB standards.</p> <p>Some publishers allow for companion banners to show during audio ads. The delivery of companion banners is not guaranteed but will be supplied to the SSP and publisher when bidding.</p> <p>Some publishers allow for companion banners to show during the audio ads. The delivery of companion banners is not guaranteed but will be supplied to the publisher when bidding. When offered by the publisher, supported sizes for audio companion banners are 300x250, 728x90, 300x50, 300x600, 320x50, 500x500, and 640x640.</p>

CONNECTED TV ASSETS	
Accepted Sizes	15050 MB, preferably compressed at 1.5 Mbps
Accepted File Types	MP4 format only; MOVE, FLV, and WEBM file formats are not supported
Video Length	Assets should be 30 seconds or less, with a minimum duration of 15 seconds. However, there are only a limited number of 60-second spots available.
Accepted File Quality	1080p (1920x1080)
Accepted Bit Rate	Minimum 15,000 kbps
Accepted File Tags	VAST only; VPAID tags are not supported
Other Notes	<p>While both first-party and third-party hosted creatives are supported, it's important to note that Connected TV devices do not facilitate clicking through to a landing page.</p> <p>If your campaign is running on full-episode player inventory on desktop, tablet, or mobile, you can configure a URL for click-through functionality. However, this option is unavailable when exclusively running on Connected TV device inventory.</p>

DISPLAY DIMENSIONS

10x10 GumGum Studio	300x240 Custom	600x75 Banner
11x11 GumGum Broadway AdUnit	300x250 Medium Rectangle	640x480 Custom
12x12 GumGum Runway AdUnit	300x600 Half Page Ad	720x300 Pop-Under
13x13 GumGum Studio AdUnit	300x1050 Custom	720x480 Custom
14x14 GumGum Pencil AdUnit	320x50 Mobile Leaderboard	728x90 Leaderboard
16x16 GumGum Canvas AdUnit	320x80 Vertical Banner	750x200 Custom
17x17 GumGum In-Screen AdUnit	320x160 Mobile	768x1024 Tablet Interstitial Portrait
88x31 Micro Bar	320x240 Custom	800x250 Custom
120x60 Button 2	320x250 Custom	930x180 Custom
120x90 Button 1	320x320 Custom	960x60 Custom
120x240 Vertical Banner	320x480 Mobile	960x325 Huge Banner
120x600 Skyscraper	336x280 Large Rectangle	970x66 Custom
125x83 Button	400x400 Custom	970x90 Custom
125x125 Square Button	440x220 Custom	970x250 Custom
160x600 Wide Skyscraper	450x250 Custom	975x300 Custom
180x150 Rectangle	468x60 Full Banner	980x90 Custom
180x500 Custom	468x400 Custom	980x120 Custom
226x850 Custom	480x80 Custom	980x150 Custom
230x230 Square	480x250 Custom	980x240 Custom
230x600 Custom	480x280 Custom	980x250 Custom
234x60 Half Banner	480x320 Custom	980x400 Custom
240x400 Vertical Rectangle	519x225 Custom	994x250 Custom
250x250 Square Pop-Up	544x225 Custom	1000x90 Custom
250x360 Custom	550x340 Custom	1020x250 Custom
300x50 Mobile Leaderboard	551x289 Large Banner	1024x768 Tablet Interstitial Landscape
300x60 Video Companion	555x111 Letvertise Custom	1280x100 Custom
300x100 3:1 Rectangle	555x333 Letvertise Custom	

VIDEO DIMENSIONS

480x360	1400x1050	1280x720
640x480	1440x1080	1600x900
800x600	640x360	1920x1080
960x720	640x268	1920x800
1024x768	960x540	
1280x960	1280x532	

VIDEO DIMENSIONS

1200x627 Custom	2000x1333 Custom	1920x1080 Custom
1800x1800 Custom	1600x1067 Custom	1280x720 Custom
1200x1200 Custom	1200x800 Custom	1024x576 Custom
600x600 Custom	1024x683 Custom	
1000x750 Custom	900x600 Custom	

LOGO DIMENSIONS

128x128 Custom	200x200 Custom
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IMAGE FORMATS

GIF	JPEG
PNG	JPG

FILE SIZES

maxFileSize = 200000000; // 200MB	maxImageSize = 300000; // 300 KB
maxVideoSize = 200000000; // 200MB	maxNativeImageSize = 2000000; // 2000 KB

VIDEO FORMATS

Video/MP4	Video/QuickTime	Video/x-ms-wmv
Video/WebM	Video/x-flv	Video/MPEG