Creative Specifications

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

choozle
Creative Specifications

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 that contains readable text and fits the selected image size. The asset can't appear sideways or 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 color.
Other notes	Choozle no longer supports Flash Creative.

Video Assets

Accepted sizes	200MB or smaller
Accepted file types	MP4, FLV, WEBM, MOV, MPG, MPEG, OGG
Video length	Between 5 and 300 seconds, but the ideal lengths are 5, 15, 30, and 60 seconds. Limit auto-start video ads to 15 seconds.
Assets needed	Play, pause, mute, and unmute controls for in-banner ads and a 300x250 static image to backstop auto-start ads.
Companion Creatives	Choose existing display creatives to be associated as a companion to the video creative and upload them in the "Companion Creatives" section of the video up-load to the Creative Library. Companion creatives are limited to the following file types; JPG,GIF, PNG and sizes: 300x250, 728x90, 320x50, 160x600, 300x600, 300x50, 320x480, 468x60, 970x250.
Other notes	In the video asset settings, you can add companion display ads and make video ads available for skippable inventory. In the ad group's advanced settings, you can set to bid on in-banner inventory after adding video assets to the ad group.

Third-party Ad Tags

Accepted file types	Third-party tags are accepted from approved ad servers.
Asset requirements	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: Click Macro: %%TTD_CLK%% Cachebuster Macro: %%TTD_CACHEBUSTER%%
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	A ZIP file containing the HTML ad. The file may also contain CSS, JS, HTML, GIF, PNG, JPG, JPEG, or SVG
Ad length	Animated ads can loop for 15 seconds before becoming static.
Asset requirements	An HTML5 asset should have a clear, recognizable, and relevant image that contains readable text and fits the selected image size. The asset can't appear sideways or 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 color.
Other notes	ZIP files can't contain nested folders. In addition, when embedding an in-banner video in an HTML5 asset, the first onload should be a maximum of 50KB and the second onload 2MB. HTML5 assets cannot be expandable.

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 that contains readable text and fits the selected image size. The asset can't appear sideways or 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 color.
Other notes	Ensure your native assets meet our display standards in addition to the IAB standards. 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. Other common sizes include 1200x1200, 1000x750, 1200x800 and 1280x720.

Audio Assets

Accepted length	Fifteen and 30-second audio ads are the most common ad lengths in audio advertising. However, with a 15-second ad, you can bid on inventory placements that are 15, 30, and 60-seconds long.
Accepted file types	MP3
Other notes	Ensure your third-party assets meet our display standards in addition to the IAB standards. 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 SSP and publisher when bidding. Some publishers allow for companion banners to show during the audio ads. When offered by the publisher, supported sizes for audio companion banners are 300x250, 728x90, 300x50, 300x600, 320x50, 500x500, and640x640. The delivery of companion banners is not guaranteed but will be supplied to the publisher when bidding.

Creative Specifications

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	30-seconds or less (minimum of 15-seconds, though there are a limited amount of six-second spots available)
Accepted file quality	1080p (1920x1080)
Accepted bit rate	Minimum of 1200-1500 kbps: 1.6-3.2 mbps preferred
Accepted file tags	VAST only; VPAID tags are not supported
Other notes	Although both first-party and third-party hosted creatives are supported, Connected TV devices do not support the ability to click through to a landing page. If you are running on full-episode player inventory (on desktop, tablet or mobile), you can set up a URL to click through, but not when running only on Connected TV -device inventory.

Creative Specifications

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	

Creative Specifications

Video Dimensions

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

Native 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

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