

Display Creative Specs

2019

Desktop Preferred Creative Sizes:

- 300 x 250: "Medium Rectangle"
- 300 x 600: "Half-page"
- 160 x 600: "Wide Skyscraper"
- 970 x 250: "Billboard"
- 728 x 90: "Leaderboard"

Mobile Preferred Creative Sizes:

- 320 x 50 and 300 x 50: "Mobile Leaderboard"
- 300 x 250: "Medium Rectangle"
- 320 x 480, 768 x 1024: "Interstitials"

These are the primary ad sizes - please contact your Specialist or Account Manager if using an alternative ad size.

Technical Requirements:

File Formats Accepted:

- HTML OR JS Ad Tags
- HTML5 - please reach out for more information about clickTags
- JPEG
- GIF
- PNG

File Sizes and Length Accepted:

- Static Images: 150 KB Maximum
- HTML5 with back-up image: 300 KB initial, 5MB max
- Animated Ads: 30 seconds, 5 FPS or less

There are certain categories of prohibited content which cannot be advertised or are subject to restrictions. This can include, but is not limited to, adult content, weapon-related content, alcohol-related content, tobacco-related content, gambling-related content, political-related content, financial-related content and certain health-care related content. If you have questions regarding the content of your ad, please reach out to your account manager and/or specialist.

