

MP4 Requirements

File Type: .mp4 **Dimensions:** 960×540 or 540×540

Video Length: 1, 2 or 3 second length

The chosen length has to be exactly one loop of the animation so that replaying it will look like a continuous motion

Maximum File Size: 100MB

Logo Requirements

File Type: .jpg, .png, static .gif

Dimensions: 300×300px minimum

White Background. Logomark Preferred.

Maximum File Size: 20MB

Copy Requirements

Brand Name: 30 Character Limit **Landing Page URL:** Landing page where you wish to drive the user

3-5 headlines of each length per landing page

Short (1-25 characters) Medium (26-50 characters) and Long (51-110 characters)

Copy should be able to stand on its own.

1 ad description per landing page (1-100 characters)

The ad description further explains what the user can expect from the landing page upon clicking the ad. Copy should be able to stand on its own.

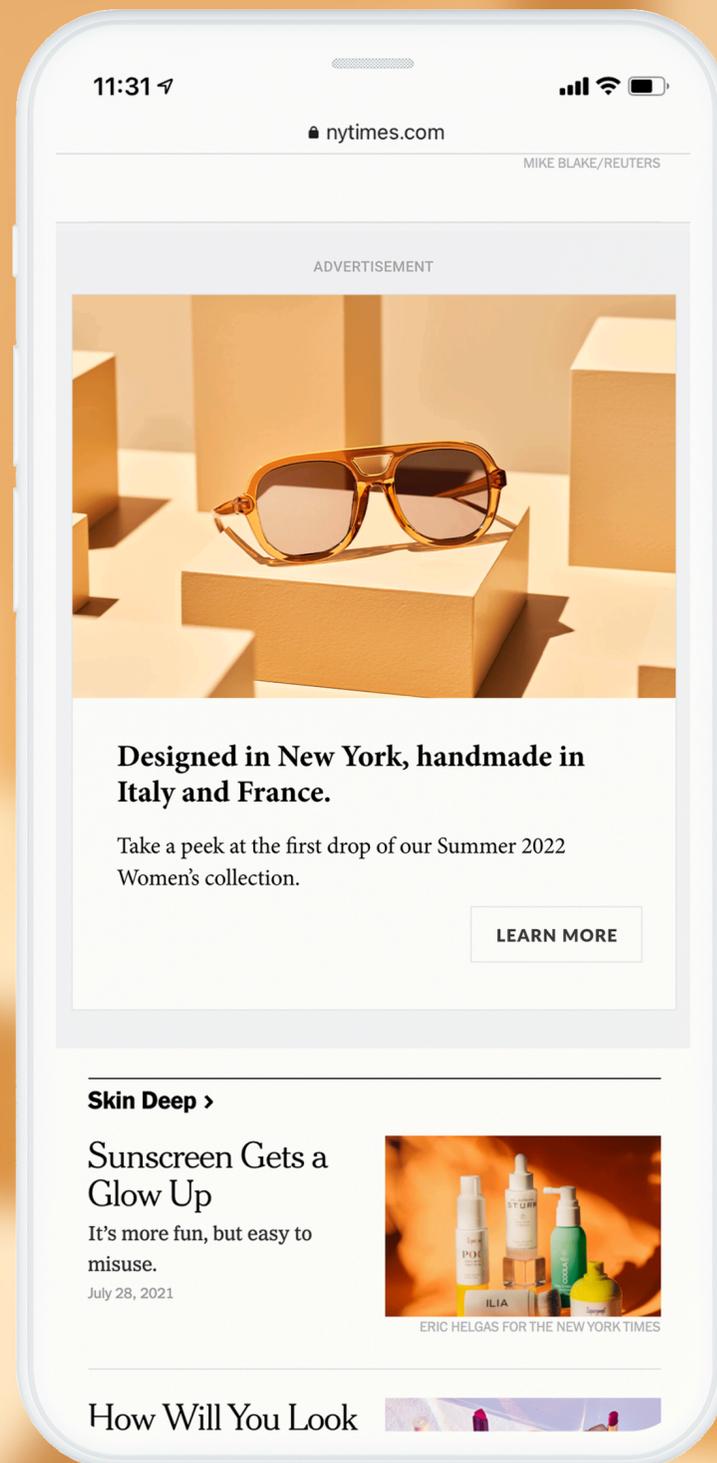
Tagging and Tracking

Tags: VAST / VPAID / HOSTED

Optional Trackers: Viewability JavaScript Trackers: MOAT, Integral Ad Science, comScore or Double Verify

Submission Lead Time: Min 2 business days before campaign launch

Implementation Notes and Best Practices: We recommend multiple headlines in order to reach both desktop and mobile devices and optimize towards the best performing combinations. All assets and headlines will be sent for your approval prior to launch.



GIF Requirements

File Type: Animated .gif

Dimensions: 1200×628px and 1000×750px

Both sizes required for optimization

Maximum File Size: 10MB

Copy Requirements

Brand Name: 30 Character Limit **Landing Page URL:** Landing page where you wish to drive the user

3-5 headlines of each length per landing page

Short (1-25 characters) Medium (26-50 characters) and Long (51-110 characters)

Copy should be able to stand on its own.

1 ad description per landing page (1-100 characters)

The ad description further explains what the user can expect from the landing page upon clicking the ad. Copy should be able to stand on its own.

Tagging and Tracking

3rd Party Trackers (Optional): All 3rd party trackers are accepted if they are 1×1 image tag. All trackers must be secure (https://)

Submission Lead Time: Min 2 business days before campaign launch

Implementation Notes and Best Practices: We recommend multiple headlines in order to reach both desktop and mobile devices and optimize towards the best performing combinations. We recommend imagery to be free of text and logos. All imagery and headlines will be sent for your approval prior to launch.