

Creative Formats

From SilverPush Documentation

Below is a list of creative banner formats that are supported in SilverPush Demand Side Platform. Mainly 2 types of ads are possible in DSP. Banner Ads and Rich Media Ads.

Contents

- 1 Banner Ads
- 2 Rich Media Ads
- 3 Video Ads

Banner Ads

	Ad Size	Format
Mobile	320 x 50 300 x 50 300 x 250 216 x 36 168 x 28 120 x 20	GIF, JPG, PNG GIF, JPG, PNG GIF, JPG, PNG GIF, JPG, PNG GIF, JPG, PNG GIF, JPG, PNG
Tablet	120 x 600 728 x 90 468 x 60 1024 x 90	GIF, JPG, PNG GIF, JPG, PNG GIF, JPG, PNG GIF, JPG, PNG

Note: All banners must be less than 40KB size.

Rich Media Ads

Base size	Expanded size
300 x 50	300 x 250
300 x 50	300 x 300
300 x 250	600 x 250
320 x 50	320 x 480
320 x 50	320 x 416
728 x 90	728 x 315

Video Ads

All video formats having duration up to 30 seconds are compatible with SilverPush DSP.

Maximum video size should be 5MB.

We accept only Mp4 and FLV videos.

We accept only impression tracker, complete view tracker and click through url.

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- This page was last modified on 4 November 2015, at 10:38.
 - This page has been accessed 191 times.