digital ADDIX

Display & Mobile Spec:

Creative Sizes:
- 728x90 *
- 300x250 *
- 160x600 *
- 300x600 *
- 970x250 (optional)
- 320x50 *(mobile)*

* Indicates required size

File Type:
- PNG
- JPG
- GIF (see animation restrictions below)

Other Restrictions:
- File size must be 50kb or smaller
- Animated ads are restricted to a maximum of 15 seconds of looping, after which point they must remain static.
- Creative must be clear, recognizable, and relevant; text appearing in the ad must be legible
- Creatives must occupy the entire space of the image size you've chosen
- Creatives cannot appear sideways or upside down
- Creatives with partially black or white backgrounds, you must add a visible border of a contrasting color to the majority background color of the ad.

HTML 5

HTML 5 creatives are a type of display creative and must follow the same guidelines as display with some additional recommendations.

- **File types**:   HTML5: HTML, JS, CSS, JPG, JPEG, GIF, PNG, and SVG

- **File size:**

  - Initial: 200 KB maximum
  - Max Initial File Load Count: 15 Files
  - Subsequent/Polite Load: 1 MB maximum
  - User-Initiated Load: 2.2 MB Recommended

Recommended Resources:

HTML5 For Digital Advertising: Guidance for Ad Designers and Creative Technologists
- http://www.iab.net/media/file/HTML5DAv101.pdf

HTML5 for Digital Advertising Resources Wiki -
- http://www.iab.net/wiki/index.php/HTML5_for_Digital_Advertising_Resources

IAB Display Advertising Guidelines (DRAFT)
- https://docs.google.com/spreadsheets/d/1iVZvlqcq5_c7jVi0uzUUXzybMnozAPbhlV3RaRwnqVA/edit-gid=1669497554
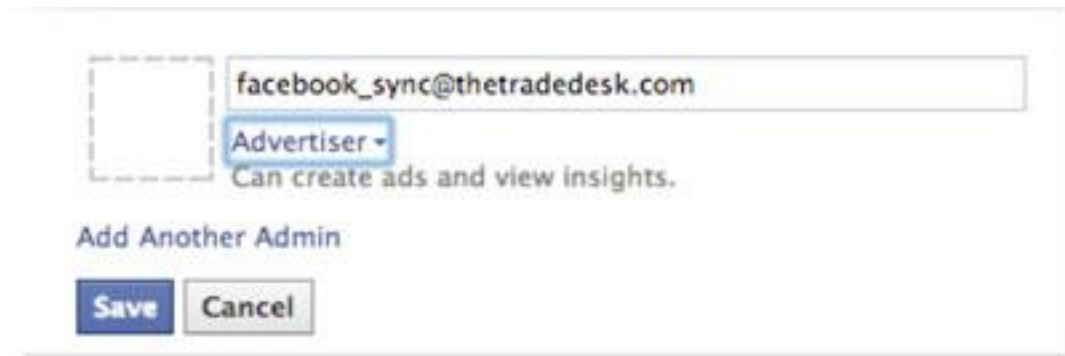
- http://www.iab.net/html5

FBX Spec:

There are two primary placements on FBX: **Right Hand Side** and **News Feed.** Facebook creative specs for these two placements are very similar:

- Title: 25 characters max
- Body: 90 characters max
- User Message: 500 characters max (only available for News Feed)
- Image Size: 1200x627, text within image must be less than 20% of the total creative design
- Must have ability to add Advertiser to the client's Facebook Page, see below.
- FBX cannot link to Facebook pages; they must link to pages off of Facebook

Get Admin Access to the Advertiser's Facebook Page:
- Contact the Admin of the Facebook Page of the Advertiser wishing to run FBX.
- Have that Admin add facebook_sync@thetradedesk.com as a page admin with advertiser permissions level (as shown below)

Video Spec:

Video Length:
- 15 second
- 30 second
- 60 second

Video Dimensions:
All videos will be scaled to fit the player size on screen (* are preferred)

- 400x225
- 400x300
- 480x360 *

- 640x360 *
- 1920x800 *

We can serve a companion creative image of 300x250 or 300x60

Supported File Types and Size:
- mp4
- flv
- mov

- **wmv**
- webm
- mpg

Maximum file size is 60MB. Our Ad Server will automatically encode this video down to a workable size (2-5MB).