liftoff

icon

specs

max file size: 1MB
export as: PNG, JPG

Min. 150x150px

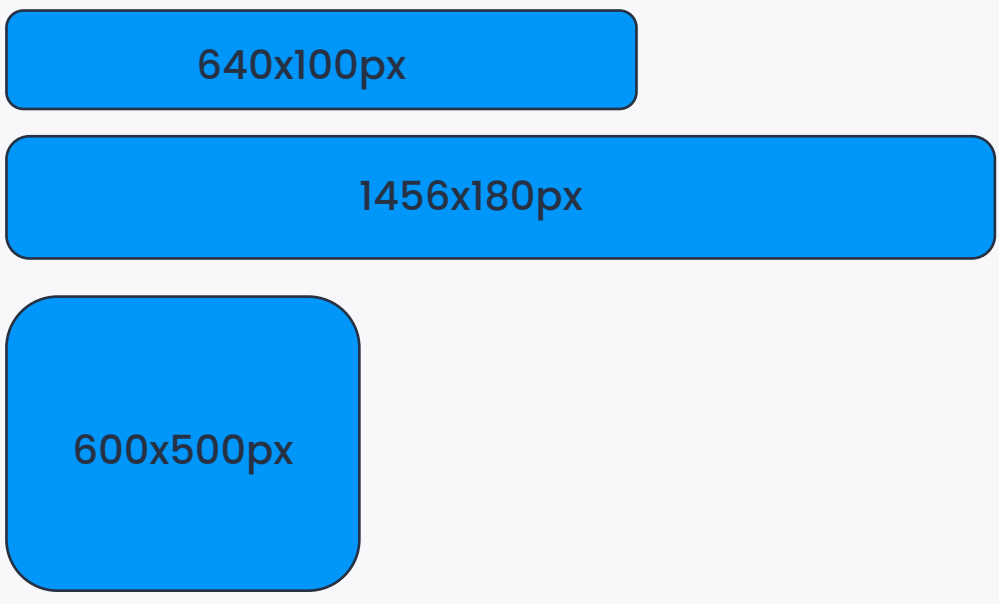
Max. 500x500px

html

banners

specs

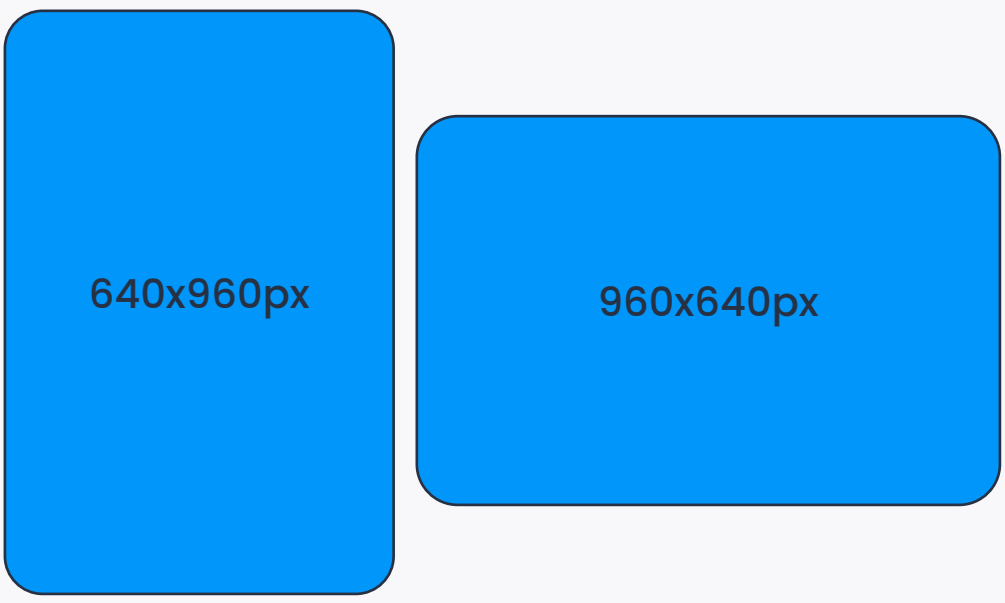
max file size: 1MB
export as: PNG, JPG
source file: PSD, AI, SKETCH



interstitial: phone

specs

max file size: 1MB
export as: PNG, JPG
source file: PSD, AI, SKETCH



interstitial: tablet

specs

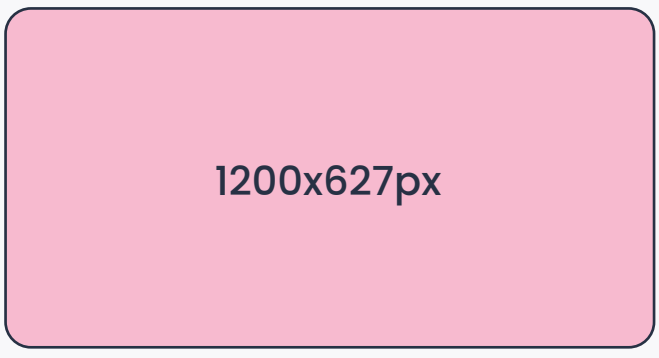
max file size: 1MB
export as: PNG, JPG
source file: PSD, AI, SKETCH

useful resourse : all adsizes PSD link

native

specs

max file size: 1MB
export as: PNG, JPG
source file: PSD, AI, SKETCH



copy

title: max 12 charaters

caption: max 25 charaters

short copy: max 65 charaters

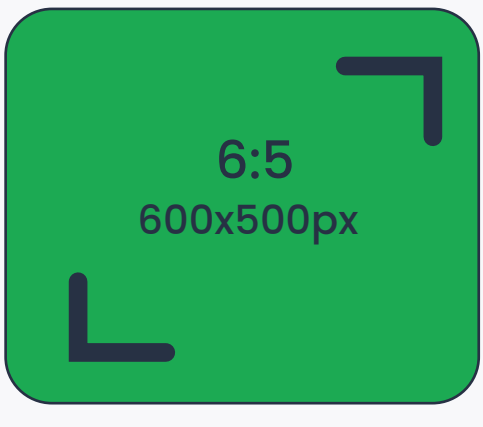
long copy: max 90 charaters

vast

MREC

specs

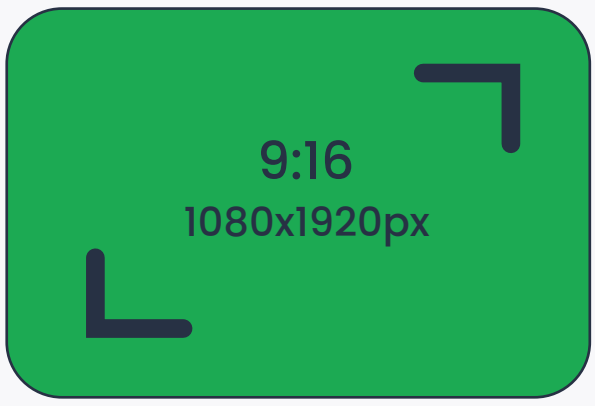
max file size: 100MB
export as: mp4
source file: AE
duration: 0-30s & 31-60s



interstitial: phone + tablet

specs

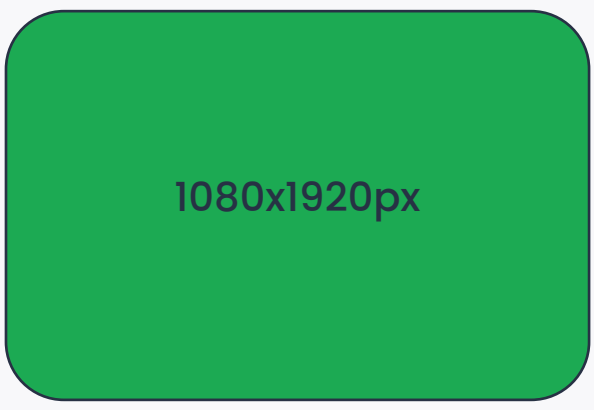
max file size: 100MB
export as: mp4
source file: AE
duration: 0-30s & 31-60s



endcards

specs

max file size: 1MB
export as: PNG, JPG
source file: PSD, AI, SKETCH



creative naming

If there is a preferred creative name, please indicate it as the file name

useful resourse : client onboarding doc