

## VIDEO SPECS (landscape)

### Mobile phone & tablet

Aspect ratio	16:9 (landscape)
Resolution	1920 x 1080 (1080p)
Encoding spec.	
Format	H.264
Profile	Main
Level	4.0 or 4.1
Framerate (FPS)	24, 25 or 30
Bitrate (Kbps)	N/A (high as necessary - max.1965)
Accepted file types	.mp4 .mov .wmv
Max file size (MB)	N/A (high as necessary)
Audio spec.	
Format	AAC
Codec	AAC
Sample rate (Hz)	48,000
Channels	Stereo
Bitrate (Kbps)	~192

## VIDEO SPECS (portrait)

### Mobile phone

Aspect ratio	16:9 (portrait)
Resolution	1080 x 1920
Encoding spec.	
Format	H.264
Profile	Main
Level	4.0 or 4.1
Framerate (FPS)	24, 25 or 30
Bitrate (Kbps)	N/A (high as necessary - max.1965)
Accepted file types	.mp4 .mov .wmv
Max file size (MB)	N/A (high as necessary)
Audio spec.	
Format	AAC
Codec	AAC
Sample rate (Hz)	48,000
Channels	Stereo
Bitrate (Kbps)	~192

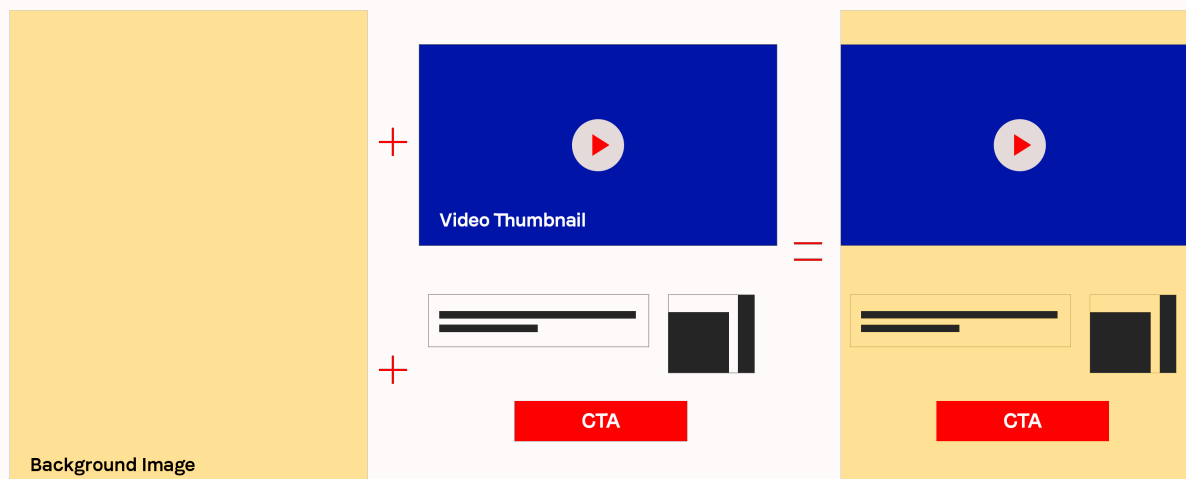
Tablet	
Aspect ratio	3:4 (portrait - ideal) or 9:16 (portrait)
Resolution	Ideal: 768 x 1024 Other accepted: 1080 x 1920 or 720 x 1280
Encoding spec.	Format: H.264 Profile: Main Level: 4.0 or 4.1 Framerate (FPS): 24, 25 or 30 Bitrate (Kbps): N/A (high as necessary - max.1965)
Accepted file types	.mp4 .mov .wmv
Max file size (MB)	N/A (high as necessary)
Audio spec.	Format: AAC Codec: AAC Sample rate (Hz): 48,000 Channels: Stereo Bitrate (Kbps): ~192

## SUPPORTING MATERIAL SPECS

Mobile phone & tablet	
Accepted file types	.psd (preferred) or .ai .eps .tiff .jpg .gif .png
Max file size (MB)	N/A (high as necessary)
Fonts	.ttf .otf
Other material	Brand guidelines, logos, key visuals, copy, tagline, fonts, CTA

## Desktop

Aspect ratio	16:9 (landscape)
Resolution	1920 x 1080 (1080p) or 1280 x 720 (720p)
Encoding spec.	
Format	H.264
Profile	High
Level	3.1 for 720p or 4.0 for 1080p
Framerate (FPS)	24, 25 or 30
Bitrate (Kbps)	1965
Video interlacing	Progressive scanning (non-Interlaced)
Accepted file types	.mp4
Max file size (MB)	100MB
Audio spec.	
Format / Codec	AAC
Sample rate (Hz)	44.1KHz or 48Khz stereo
Channels	Stereo (2 channels)
Bitrate (Kbps)	128 - 192 kbps



## The HTML 5 embedded video unit is comprised of a few parts:

- A background image (this will crop to fill the entire space, whilst maintaining aspect ratio)
- A video & thumbnail (we recommend a maximum video duration of **30s**. Generally, lower durations perform better)
- All important imagery is then positioned on top of the background (CTA's, titles, packshots, characters - usually in .png format with transparency. Use .jpg where appropriate). These elements will move and scale responsively based on the device it is displayed on.
- A loading page that is displayed briefly as the ad loads. Don't include any images indicating user interaction (such as the play button on the video thumbnail) on this page.
- Keep loading pages below **50kb** for both phone & tablet.
- If your ad will be served as an interstitial, avoid placing key content on **the top right corner** - this space will be used for a close button. If it is a scroller unit, avoid placing key content in the **top or bottom 3%** of the total height of the canvas.

Please provide a **.psd** file with all of the elements listed above, clearly labelled and grouped, ready for export. The next section in this document outlines the specifications for which these exported assets need to meet. Alternatively, please provide a brand guide along with all visuals, logos, fonts and videos in separate folders. Our designers will be able to create a suitable layout that can be revised during the approval stage if needed.

## HTML5 UNIT SPEC

### Mobile phone

Resolution	750x1334
Max File Size (KB, excluding video)	500KB
Accepted image types	.jpg .png .gif .psd
Required imagery	loading page, video thumbnail, logos, key visuals, copy, tagline, fonts, CTA

### Tablet

Resolution	768x1024
Max File Size (KB, excluding video)	500KB
Accepted image types	.jpg .png .gif .psd
Required imagery	loading page, video thumbnail, logos, key visuals, copy, tagline, fonts, CTA

## VIDEO SPECS

### Mobile phone & tablet

Aspect ratio	16:9 (landscape)										
Resolution	1920 x 1080 (1080p) or 1280 x 720 (720p)										
Encoding spec.	<table border="0"> <tr> <td>Format</td> <td>H.264</td> </tr> <tr> <td>Profile</td> <td>Main</td> </tr> <tr> <td>Level</td> <td>4.0 or 4.1</td> </tr> <tr> <td>Framerate (FPS)</td> <td>24, 25 or 30</td> </tr> <tr> <td>Bitrate (Kbps)</td> <td>1965</td> </tr> </table>	Format	H.264	Profile	Main	Level	4.0 or 4.1	Framerate (FPS)	24, 25 or 30	Bitrate (Kbps)	1965
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Profile	Main										
Level	4.0 or 4.1										
Framerate (FPS)	24, 25 or 30										
Bitrate (Kbps)	1965										
Accepted file types	.mp4 .mov .wmv										
Max file size (MB)	N/A (high as necessary)										
Audio spec.	<table border="0"> <tr> <td>Format / Codec</td> <td>AAC</td> </tr> <tr> <td>Sample rate (Hz)</td> <td>48,000</td> </tr> <tr> <td>Channels</td> <td>Stereo</td> </tr> <tr> <td>Bitrate (Kbps)</td> <td>~192</td> </tr> </table>	Format / Codec	AAC	Sample rate (Hz)	48,000	Channels	Stereo	Bitrate (Kbps)	~192		
Format / Codec	AAC										
Sample rate (Hz)	48,000										
Channels	Stereo										
Bitrate (Kbps)	~192										

For further information on how these videos will be compressed for mobile devices, please see the tables below. If you provide a video to the above spec, we will compress them for you.

### Mobile phone

Aspect ratio	16:9 (landscape)										
Resolution	<table border="0"> <tr> <td>Ideal</td> <td>1920x1080</td> </tr> <tr> <td>Other accepted</td> <td>Any 16.9 resolution - keep in mind max file size &amp; bitrate recommendation below</td> </tr> </table>	Ideal	1920x1080	Other accepted	Any 16.9 resolution - keep in mind max file size & bitrate recommendation below						
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Encoding spec.	<table border="0"> <tr> <td>Format</td> <td>H.264</td> </tr> <tr> <td>Profile</td> <td>Baseline</td> </tr> <tr> <td>Level</td> <td>3.0 or 3.1</td> </tr> <tr> <td>Framerate (FPS)</td> <td>24, 25 or 30</td> </tr> <tr> <td>Bitrate (Kbps)</td> <td>600 - 1,200 (based on quality/file size, aim for low file size without compromising quality on small screens)</td> </tr> </table>	Format	H.264	Profile	Baseline	Level	3.0 or 3.1	Framerate (FPS)	24, 25 or 30	Bitrate (Kbps)	600 - 1,200 (based on quality/file size, aim for low file size without compromising quality on small screens)
Format	H.264										
Profile	Baseline										
Level	3.0 or 3.1										
Framerate (FPS)	24, 25 or 30										
Bitrate (Kbps)	600 - 1,200 (based on quality/file size, aim for low file size without compromising quality on small screens)										
Accepted file types	.mp4										
File size (MB)	<table border="0"> <tr> <td>Recommended</td> <td>1-2 MB</td> </tr> <tr> <td>Maximum</td> <td>3 MB</td> </tr> </table>	Recommended	1-2 MB	Maximum	3 MB						
Recommended	1-2 MB										
Maximum	3 MB										
Audio spec.	<table border="0"> <tr> <td>Format / Codec</td> <td>AAC</td> </tr> <tr> <td>Sample rate (Hz)</td> <td>48,000</td> </tr> <tr> <td>Channels</td> <td>Stereo</td> </tr> <tr> <td>Bitrate (Kbps)</td> <td>~160</td> </tr> </table>	Format / Codec	AAC	Sample rate (Hz)	48,000	Channels	Stereo	Bitrate (Kbps)	~160		
Format / Codec	AAC										
Sample rate (Hz)	48,000										
Channels	Stereo										
Bitrate (Kbps)	~160										

## Tablet

Aspect ratio	16:9 (landscape)
Resolution	1920x1080
Ideal	1920x1080
Other accepted	Any 16:9 resolution - keep in mind max file size & bitrate recommendation below
Encoding spec.	
Format	H.264
Profile	Baseline
Level	3.1
Framerate (FPS)	24, 25 or 30
Bitrate (Kbps)	800 - 1,600 (based on quality/file size, aim for low file size without compromising quality on medium-sized screens)
Accepted file types	.mp4
File size (MB)	
Recommended	2-3 MB
Maximum	4.5 MB
Audio spec.	
Format / Codec	AAC
Sample rate (Hz)	48,000
Channels	Stereo
Bitrate (Kbps)	~160

## RICH MEDIA SPECS

### Mobile phone & tablet

Aspect ratio	16:9 or 9:16
Resolution	750 x 1334px mobile / 768 x 1024px tablet
Accepted file types	Layered .psd of the desired layout or Brand Guide Hi-res imagery or product shots in .psd, .pdf, .png, .tiff or .jpeg formats Brand Logos (.psd, .pdf, .png, .ai, .svg, .jpeg) Brand fonts
Max file size (MB)	N/A (high as necessary)
Materials	CTA copy  Optional: product name(s) and product description blurbs in Word doc or .psd Title / subtitle copy in Word doc or .psd

## RICH MEDIA EMBEDDED VIDEO

### Mobile phone & tablet

Aspect ratio of unit	9:16
Resolution	750 x 1334px mobile / 768 x 1024px tablet
Video (optional)	mp4 (15s preferred or 30s max)
Accepted file types	Layered .psd of the desired layout or Brand Guide Hi-res imagery or product shots in .psd, .pdf, .png, .tiff or .jpeg formats Brand Logos (.psd, .pdf, .png, .ai, .svg, .jpeg) Brand fonts
Max file size (MB)	N/A (high as necessary)
Materials	CTA copy  Optional: product name(s) and product description blurbs in Word doc or .psd Title / subtitle copy in Word doc or .psd

## 360° SPECS

### Mobile phone & tablet video

Aspect ratio	9:16
Resolution	750 x 1334px mobile / 768 x 1024px tablet
Video	mp4 (15s preferred or 30s max)
Accepted file types	Layered .psd of the desired layout or Brand Guide Hi-res imagery or product shots in .psd, .pdf, .png, .tiff or .jpeg formats Brand Logos (.psd, .pdf, .png, .ai, .svg, .jpeg) Brand fonts
Max file size (MB)	N/A (high as necessary)
Materials	CTA copy  Optional: product name(s) and product description blurbs in Word doc or .psd Title / subtitle copy in Word doc or .psd

### Mobile phone & tablet image

Aspect ratio	9:16
Resolution	750 x 1334px mobile / 768 x 1024px tablet
Accepted file types	Layered .psd of the desired layout (360 image) or Brand Guide Hi-res imagery or product shots in .psd, .pdf, .png, .tiff or .jpeg formats Brand Logos (.psd, .pdf, .png, .ai, .svg, .jpeg) Brand fonts
Max file size (MB)	N/A (high as necessary)
Materials	CTA copy  Optional: product name(s) and product description blurbs in Word doc or .psd Title / subtitle copy in Word doc or .psd



## STORE LOCATOR SPECS

### Mobile phone & tablet

Aspect ratio	9:16
Resolution	750 x 1334px mobile / 768 x 1024px tablet
Accepted file types	Layered .psd of the desired layout or Brand Guide Hi-res imagery or product shots in .psd, .pdf, .png, .tiff or .jpeg formats Brand Logos (.psd, .pdf, .png, .ai, .svg, .jpeg) Brand fonts
Max file size (MB)	N/A (high as necessary)
Materials	List of locations with lat/long and info required to be displayed (e.g. phone number, Street name, city, country, etc) in xls/.xlsx format  CTA copy  Optional: product name(s) and product description blurbs in Word doc or .psd Title / subtitle copy in Word doc or .psd

## SHOPPABLE

### Mobile phone & tablet

Aspect ratio	9:16
Resolution	750 x 1334px mobile / 768 x 1024px tablet
Video (optional)	mp4 (15s preferred or 30s max)
Accepted file types	Layered .psd of the desired layout or Brand Guide Hi-res imagery or product shots in .psd, .pdf, .png, .tiff or .jpeg formats Brand Logos (.psd, .pdf, .png, .ai, .svg, .jpeg) Brand fonts
Max file size (MB)	N/A (high as necessary)
Materials	Landing pages for each product  CTA copy  Optional: product name(s) and product description blurbs in Word doc or .psd Title / subtitle copy in Word doc or .psd

## QUESTIONNAIRE / POLL SPECS

### Mobile phone & tablet

Aspect ratio	9:16
Resolution	750 x 1334px mobile / 768 x 1024px tablet
Accepted file types	Layered .psd of the desired layout or Brand Guide Hi-res imagery or product shots in .psd, .pdf, .png, .tiff or .jpeg formats Brand Logos (.psd, .pdf, .png, .ai, .svg, .jpeg) Brand fonts
Max file size (MB)	N/A (high as necessary)
Materials	List of questions / answers  CTA copy  Optional: product name(s) and product description blurbs in Word doc or .psd Title / subtitle copy in Word doc or .psd

## CLICK TO CALL

### Mobile phone & tablet

Aspect ratio	9:16
Resolution	750 x 1334px mobile / 768 x 1024px tablet
Video (optional)	mp4 (15s preferred or 30s max)
Accepted file types	Layered .psd of the desired layout or Brand Guide Hi-res imagery or product shots in .psd, .pdf, .png, .tiff or .jpeg formats Brand Logos (.psd, .pdf, .png, .ai, .svg, .jpeg) Brand fonts
Max file size (MB)	N/A (high as necessary)
Materials	Telephone number  CTA copy  Optional: product name(s) and product description blurbs in Word doc or .psd Title / subtitle copy in Word doc or .psd

## 3D OBJECT

### Mobile phone & tablet

Aspect ratio	9:16
Resolution	750 x 1334px mobile / 768 x 1024px tablet
Accepted file types	Layered .psd of the desired layout or Brand Guide Hi-res imagery or product shots in .psd, .pdf, .png, .tiff or .jpeg formats Brand Logos (.psd, .pdf, .png, .ai, .svg, .jpeg) Brand fonts
Max file size (MB)	N/A (high as necessary)
Materials	3D object ideally in low poly .glb and .usdz formats with embedded textures. Low poly obj with embedded textures is also acceptable or png sequence of the object from all sides  CTA copy  Optional: product name(s) and product description blurbs in Word doc or .psd Title / subtitle copy in Word doc or .psd

## AR OBJECT

### Mobile phone & tablet

Aspect ratio	9:16
Resolution	750 x 1334px mobile / 768 x 1024px tablet
Video (optional)	mp4 (15s preferred or 30s max)
Accepted file types	Layered .psd of the desired layout or Brand Guide Hi-res imagery or product shots in .psd, .pdf, .png, .tiff or .jpeg formats Brand Logos (.psd, .pdf, .png, .ai, .svg, .jpeg) Brand fonts
Max file size (MB)	N/A (high as necessary)
Materials	3D object ideally in low poly .glb and .usdz formats with embedded textures. Low poly obj with embedded textures is also acceptable  CTA copy  Optional: product name(s) and product description blurbs in Word doc or .psd Title / subtitle copy in Word doc or .psd

## GAMIFICATION

### Mobile phone & tablet

Aspect ratio	9:16
Resolution	750 x 1334px mobile / 768 x 1024px tablet
Accepted file types	Layered .psd of the desired layout or Brand Guide Hi-res imagery or product shots in .psd, .pdf, .png, .tiff or .jpeg formats Brand Logos (.psd, .pdf, .png, .ai, .svg, .jpeg) Brand fonts
Max file size (MB)	N/A (high as necessary)
Materials	Please contact the team to discuss your needs. Depending on the type of the game specific additional assets will be required  CTA copy  Optional: product name(s) and product description blurbs in Word doc or .psd Title / subtitle copy in Word doc or .psd

## BANNER SPECS

### Mobile phone

Resolution (px)	Initial	640x100
	Expanded	750x1334
Max file size (MB)	Initial	50KB
	Expanded	300KB (excludes video)
Accepted image types	.jpg .gif .png .psd .ai .eps .tiff	
Required imagery	Non-expandable backup image, logos, key visuals, copy, tagline, fonts, CTA, Brand guidelines, Video thumbnail (if applicable)	

### Tablet

Resolution (px)	Initial	728x90
	Expanded	768x1024
Max file size (MB)	Initial	100KB
	Expanded	500KB (excludes video)
Accepted image types	.psd (preferred) or .jpg .gif .png .ai .eps .tiff	
Required imagery	Non-expandable backup image, logos, key visuals, copy, tagline, fonts, CTA, Brand guidelines, Video thumbnail (if applicable)	

## VIDEO SPECS

Mobile phone & tablet	
Aspect ratio	16:9 (landscape)
Resolution	1920 x 1080 (1080p)
Encoding spec.	Format H.264 Profile Main Level 4.0 or 4.1 Framerate (FPS) 24, 25 or 30 Bitrate (Kbps) N/A (max 1965)
Accepted file types	.mp4 .mov .wmv (360° video format)
Max file size (MB)	100MB
Audio spec.	Format / Codec AAC Sample rate (Hz) 48,000 Channels Stereo Bitrate (Kbps) ~192 kbps

## END CARD SPECS

Mobile phone		
Aspect ratio	9:16 (portrait)	16:9 (landscape)
Resolution	Ideal 750x1334 Min 320x480	1334x750 480x320
Accepted file types	.jpg .png .gif	
Max file size (KB)	150KB	

Tablet		
Aspect ratio	9:16 (portrait)	16:9 (landscape)
Resolution	Ideal 768x1024 Min 768x1024	1024x768 1024x768
Accepted file types	.jpg .png .gif	
Max file size (KB)	300KB	

## SUPPORTING MATERIAL SPECS

Mobile phone & tablet	
Accepted file types	.psd .ai .eps .tiff .jpg .gif .png
Max file size (MB)	N/A
Fonts	.ttf .otf
Other material	Brand guidelines, logos, key visuals, copy, tagline, fonts, CTA

## VIDEO SPECS

### Mobile phone

Aspect ratio	16:9 (landscape)										
Resolution	1920 x 1080 (1080p) or 1280x720 (720p)										
Encoding spec.	<table border="0"> <tr> <td>Format</td> <td>H.264</td> </tr> <tr> <td>Profile</td> <td>Baseline</td> </tr> <tr> <td>Level</td> <td>3.1 for 720p or 4.0 for 1080p</td> </tr> <tr> <td>Framerate (FPS)</td> <td>24, 25 or 30</td> </tr> <tr> <td>Bitrate (Kbps)</td> <td>1965</td> </tr> </table>	Format	H.264	Profile	Baseline	Level	3.1 for 720p or 4.0 for 1080p	Framerate (FPS)	24, 25 or 30	Bitrate (Kbps)	1965
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Profile	Baseline										
Level	3.1 for 720p or 4.0 for 1080p										
Framerate (FPS)	24, 25 or 30										
Bitrate (Kbps)	1965										
Accepted file types	.mp4										
Max file size (MB)	100MB										
Audio spec.	<table border="0"> <tr> <td>Format / Codec</td> <td>AAC</td> </tr> <tr> <td>Sample rate (Hz)</td> <td>48,000</td> </tr> <tr> <td>Channels</td> <td>Stereo</td> </tr> <tr> <td>Bitrate (Kbps)</td> <td>~160</td> </tr> </table>	Format / Codec	AAC	Sample rate (Hz)	48,000	Channels	Stereo	Bitrate (Kbps)	~160		
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### Tablet

Aspect ratio	16:9 (landscape)										
Resolution	1920 x 1080 (1080p) or 1280x720 (720p)										
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Format / Codec	AAC										
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Bitrate (Kbps)	~160										

## END CARD SPECS

### Mobile phone

Aspect ratio		9:16 (portrait)	16:9 (landscape)
Resolution	Ideal	750x1334	1334x750
	Min	320x480	480x320
Accepted file types		.jpg .png .gif	
Max file size (KB)		150KB	

### Tablet

Aspect ratio		9:16 (portrait)	16:9 (landscape)
Resolution	Ideal	768x1024	1024x768
	Min	768x1024	1024x768
Accepted file types		.jpg .png .gif	
Max file size (KB)		300KB	

## SUPPORTING MATERIAL SPECS

### Mobile phone & tablet

Accepted file types	.psd .ai .eps .tiff .jpg .gif .png
Max file size (MB)	N/A
Fonts	.ttf .otf
Other material	Brand guidelines, logos, key visuals, copy, tagline, fonts, CTA



## VIDEO SPECS

Mobile phone											
Aspect ratio	9:16 (portrait)										
Resolution	1080 x 1920 or 720 x 1280										
Encoding spec.	<table border="0"> <tr> <td>Format</td> <td>H.264</td> </tr> <tr> <td>Profile</td> <td>Baseline</td> </tr> <tr> <td>Level</td> <td>3.1 for 720p or 4.0 for 1080p</td> </tr> <tr> <td>Framerate (FPS)</td> <td>24, 25 or 30</td> </tr> <tr> <td>Bitrate (Kbps)</td> <td>1965</td> </tr> </table>	Format	H.264	Profile	Baseline	Level	3.1 for 720p or 4.0 for 1080p	Framerate (FPS)	24, 25 or 30	Bitrate (Kbps)	1965
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Format / Codec	AAC										
Sample rate (Hz)	48,000										
Channels	Stereo										
Bitrate (Kbps)	~160										

Tablet											
Aspect ratio	3:4 (portrait - ideal) or 9:16 (portrait)										
Resolution	<table border="0"> <tr> <td>Ideal</td> <td>768x1024</td> </tr> <tr> <td>Other accepted</td> <td>1080x1920 or 720x1280</td> </tr> </table>	Ideal	768x1024	Other accepted	1080x1920 or 720x1280						
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Format	H.264										
Profile	Baseline										
Level	3.1 for 768x1024 and 720x1280 or 4.0 for 1080x1920										
Framerate (FPS)	24, 25 or 30										
Bitrate (Kbps)	1965										
Accepted file types	.mp4										
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Sample rate (Hz)	48,000										
Channels	Stereo										
Bitrate (Kbps)	~160										

Please include a play button or indication for playback on the start card. This image will only be displayed in environments where auto-play is not available or the campaign is set up to be click-to-play.

### Loading page specs

Include a loading page to be shown briefly as/when the ad loads, using the resolution as the start card & end card. These should be no more than **30KB for phone** and **50KB for tablet**.

## Mobile phone

Aspect ratio		9:16 (portrait)	16:9 (landscape)
Resolution	Ideal	750x1334	1334x750
	Min	320x480	480x320
Accepted file types		.psd .jpg .png .gif	
Max file size (KB)		150KB	

## Tablet

Aspect ratio		9:16 (portrait)	16:9 (landscape)
Resolution	Ideal	768x1024	1024x768
	Min	768x1024	1024x768
Accepted file types		.psd .jpg .png .gif	
Max file size (KB)		300KB	

## Mobile phone & tablet

Aspect ratio	16:9 (landscape)
Resolution	1920x1080
Encoding spec.	
Format	H.264
Profile	Baseline
Level	3.0
Framerate (FPS)	24, 25 or 30
Bitrate (Kbps)	1965
Accepted file types	.mp4
Max file size (MB)	<3 MB
Audio spec.	
Format / Codec	AAC
Sample rate (Hz)	48,000
Channels	Stereo
Bitrate (Kbps)	~128