

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)
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)
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

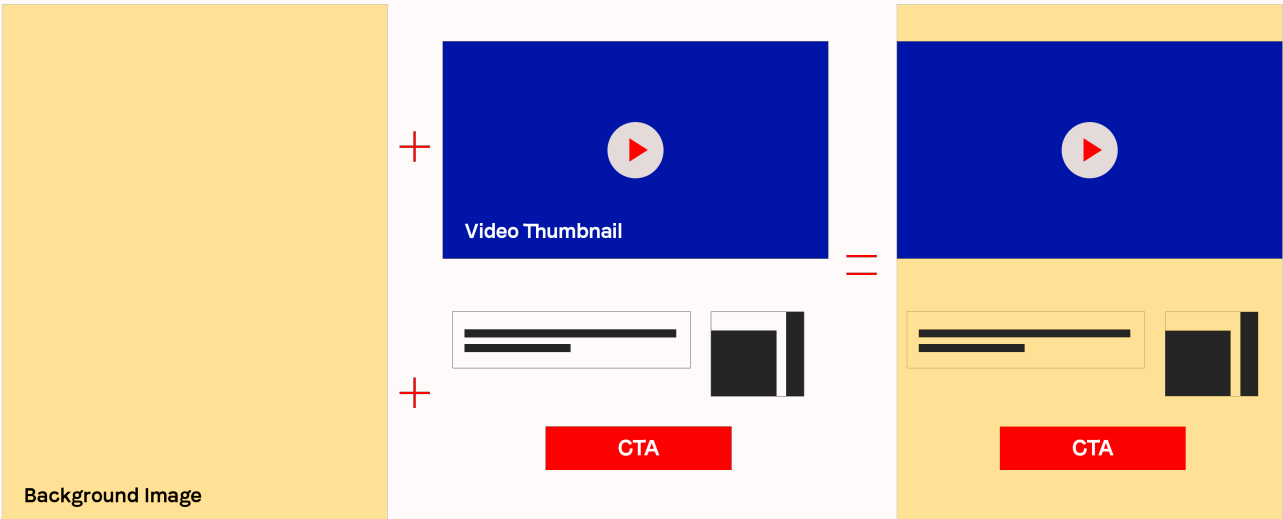
Tablet		
Aspect ratio		3:4 (portrait - ideal) or 9:16 (portrait)
Resolution	Ideal Other accepted	768 x 1024 1080 x 1920 or 720 x 1280
Encoding spec.	Format Profile Level Framerate (FPS) Bitrate (Kbps)	H.264 Main 4.0 or 4.1 24, 25 or 30 N/A (high as necessary)
Accepted file types		.mp4 .mov .wmv
Max file size (MB)		N/A (high as necessary)
Audio spec.	Format Codec Sample rate (Hz) Channels Bitrate (Kbps)	AAC AAC 48,000 Stereo ~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)	2,200 - 3,500
	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.

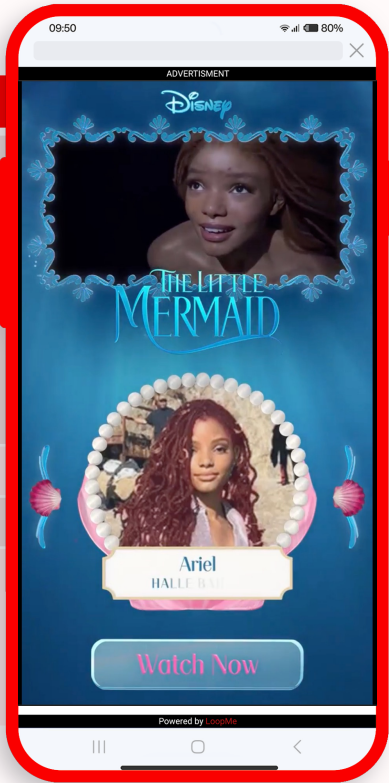
HTML5 UNIT SPEC

Mobile phone	
Resolution	750x1334
Max File Size (KB, excluding video)	500KB
Accepted image types	.jpg .png .gif
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
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.	Format	H.264
	Profile	Main
	Level	4.0 or 4.1
	Framerate (FPS)	24, 25 or 30
	Bitrate (Kbps)	N/A (high as necessary)
Accepted file types	.mp4 .mov .wmv	
Max file size (MB)	N/A (high as necessary)	
Audio spec.	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	Ideal	640x360
	Other accepted	Any 16:9 resolution - keep in mind max file size & bitrate recommendation below
Encoding spec.	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)	Recommended	1-2 MB
	Maximum	3 MB
Audio spec.	Format / Codec	AAC
	Sample rate (Hz)	48,000
	Channels	Stereo
	Bitrate (Kbps)	~160

Tablet	
Aspect ratio	16:9 (landscape)
Resolution	
Ideal	960x540
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



BANNER SPECS

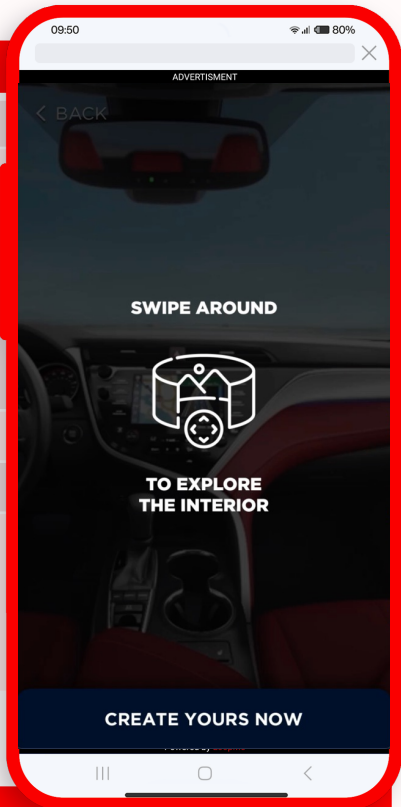
Mobile phone		
Resolution (px)	Initial	640x100
	Expanded	750x1334
Max file size (MB)	Initial	50KB
	Expanded	300KB (excludes video)
Accepted image types		.jpg .gif .png .psd .ai .eps .tiff
Required imagery		Non-expandable backup image, logos, key visuals, copy, tagline, fonts, CTA, Brand guidelines, Video 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 (high as necessary)
Accepted file types	.mp4 .mov .wmv	
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 Min	750x1334 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 Min	768x1024 768x1024
		1024x768 1024x768
Accepted file types	.jpg .png .gif	
Max file size (KB)	300KB	

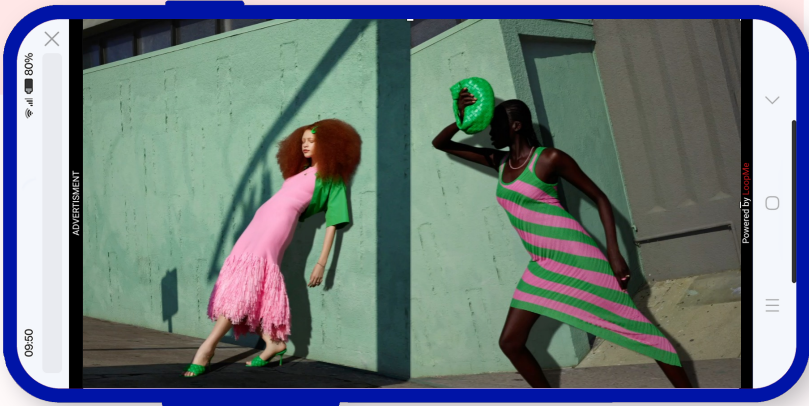
SUPPORTING MATERIAL SPECS

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.	<div><div>Format</div><div>Profile</div><div>Level</div><div>Framerate (FPS)</div><div>Bitrate (Kbps)</div></div> <div>H.264 Baseline 3.1 for 720p or 4.0 for 1080p 24, 25 or 30 2,200 – 2,600</div>
Accepted file types	.mp4
Max file size (MB)	100MB
Audio spec.	<div><div>Format / Codec</div><div>Sample rate (Hz)</div><div>Channels</div><div>Bitrate (Kbps)</div></div> <div>AAC 48,000 Stereo ~160</div>



Tablet

Aspect ratio	16:9 (landscape)
Resolution	1920 x 1080 (1080p) or 1280x720 (720p)
Encoding spec.	<div><div>Format</div><div>Profile</div><div>Level</div><div>Framerate (FPS)</div><div>Bitrate (Kbps)</div></div> <div>H.264 Baseline 3.1 for 720p or 4.0 for 1080p 24, 25 or 30 4,500 – 5,400</div>
Accepted file types	.mp4
Max file size (MB)	100MB
Audio spec.	<div><div>Format / Codec</div><div>Sample rate (Hz)</div><div>Channels</div><div>Bitrate (Kbps)</div></div> <div>AAC 48,000 Stereo ~160</div>

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	

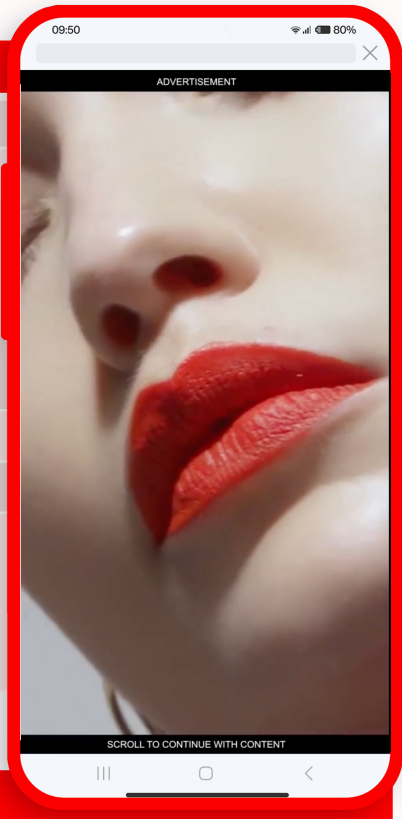


SUPPORTING MATERIAL SPECS

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.	Format	H.264
	Profile	Baseline
	Level	3.1 for 720p or 4.0 for 1080p
	Framerate (FPS)	24, 25 or 30
	Bitrate (Kbps)	2,200 – 2,600
Accepted file types	.mp4	
Max file size (MB)	100MB	
Audio spec.	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	Ideal	768x1024
	Other accepted	1080x1920 or 720x1280
Encoding spec.	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)	4,500 – 5,400
Accepted file types	.mp4	
Max file size (MB)	100MB	
Audio spec.	Format / Codec	AAC
	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**.

Creative Specification

Static interstitial

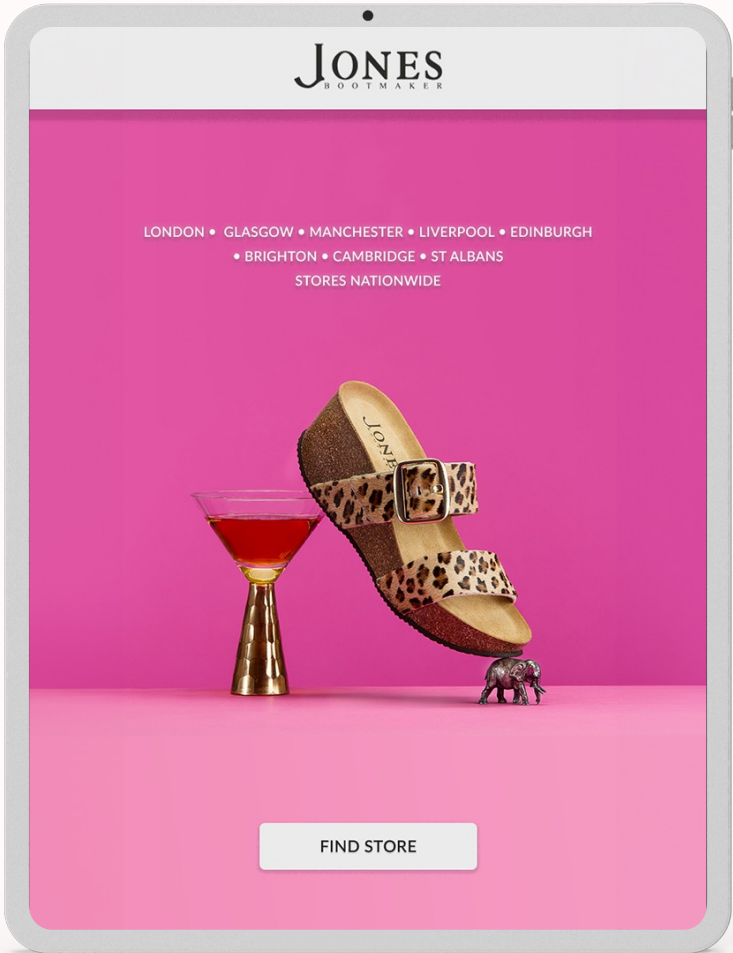
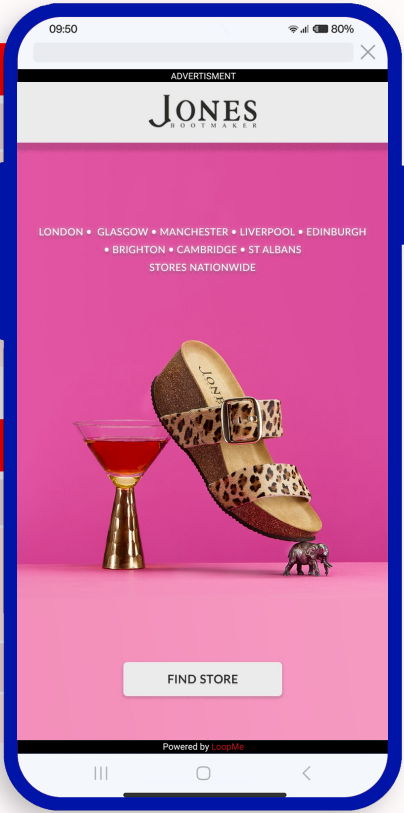


Mobile phone

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		



Mobile phone & tablet

Aspect ratio	16:9 (landscape)
Resolution	N/A
Encoding spec.	Format H.264 Profile Baseline Level 3.0 Framerate (FPS) 24, 25 or 30 Bitrate (Kbps) <2,000
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

