All Channel Programmatic Creative Specs

February 2022

![goodway group — HONESTLY SMART DIGITAL]
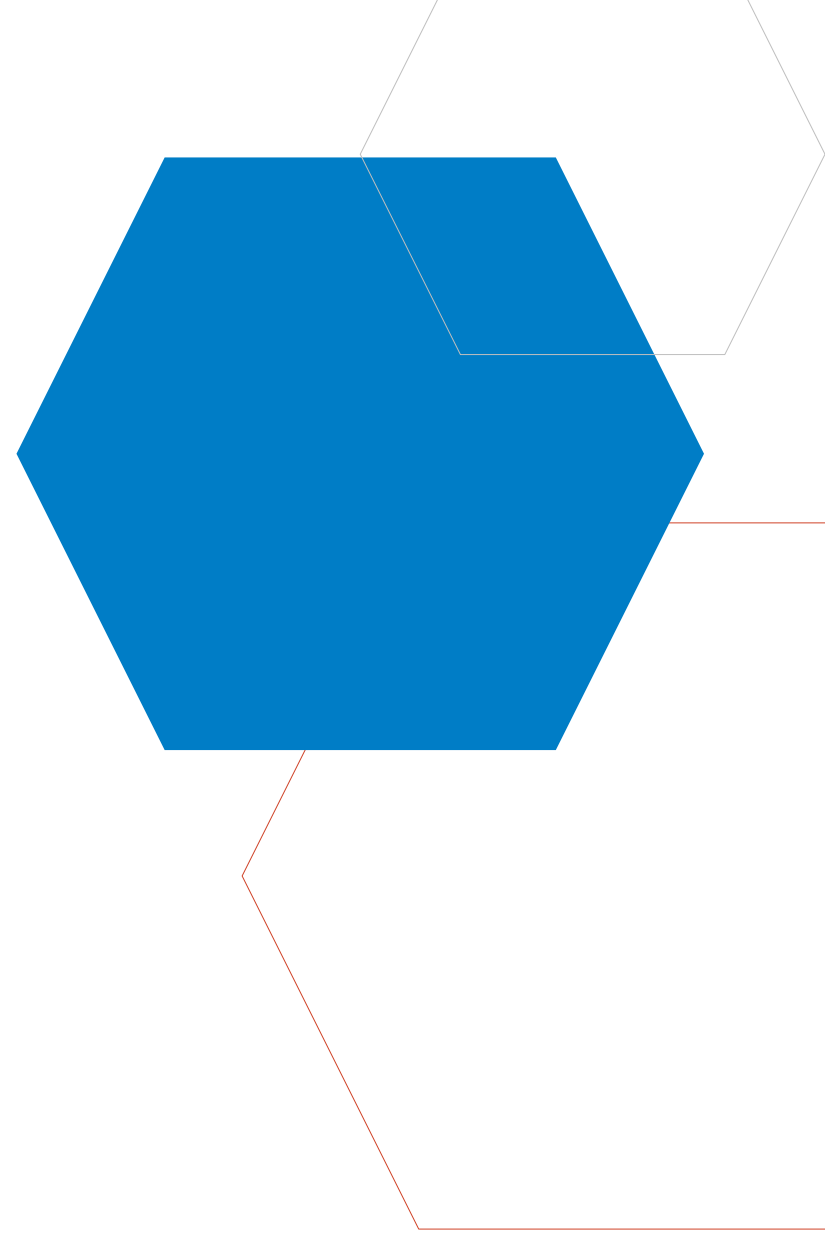
Display Ads

DELIVERABLES

File Types	Dimensions (pixels)	File Size	Border	Clickthrough URL	Additional Specifications
STATIC IMAGE					
GIF, JPEG, PNG	160x600, 300x250, 728x90, 300x600	150KB max.	Must include a visible border of a contrasting color to the majority background color of the ad.	Must open a new page on click.	
HTML5					
HTML, JS, CSS, JPEG, GIF, PNG, SVG	160x600, 300x250, 728x90, 300x600	Initial Load: 300KB (200 recommended) and 10 files max. Subload: 600KB and 100 files max. Final File Size: 5MB max. User-initiated Load: 2.2MB max.	Must include a visible border of a contrasting color to the majority background color of the ad.	Must open a new page on click.	• JavaScript and CSS: Libraries (such as jQuery) do not need to be included. • Image Sprite: Include image sprites instead of many images to decrease file requests. • Animated ads restricted to 15 second loop.
IN-BANNER VIDEO					
HTML	160x600, 300x250, 728x90, 300x600	50 KB maximum file load and a 2 MB load for the secondary file.	Must include a visible border of a contrasting color to the majority background color of the ad.	Must open a new page on click.	• For auto-start video ads, there is a 15-second limit. Audio should not be heard unless initiated by a mouse-over. • Video should be backstopped by a static 300x250 that should click through to a landing page. • All in-banner video ads must include the play, pause, mute, and unmute controls.

Video Ads
Connected TV, ATV, and Standard In-Stream Video

goodway group
HONESTLY SMART DIGITAL

DELIVERABLES

Quality	File Types	Dimensions (pixels)	File Size	Bitrate	Frame Rate	Audio Rate
PREFERRED						
Mezzanine	MP4 only (1080p)	1920x1080	10GB max.	18,000 kbps to 30,000 kbps.	23.98 or 29.97	48kHz
NON-PREFERRED (These specs will limit the amount of available inventory.)						
High	MP4 only	1920x1080	N/A	4,000 kbps to 6,500 kbps.	23.98 or 29.97	48kHz
Medium	MP4 only	1280x720	N/A	1,200 kbps to 3,500 kbps.	23.98 or 29.97	48kHz
Low	MP4 only	1280x720	N/A	500 kbps to 1,200 kbps.	23.98 or 29.97	48kHz
CTV Tags	VAST tags only					

- ***Platforms automatically transcode your original file into commonly supported alternative formats when you upload the asset. However, they do not upscale, upsample, or stretch uploaded video assets, so we recommend always uploading the highest quality file you have available.***
- Maximum file size is determined by multiplying the duration of the media by its bitrate. For example, 30 seconds x 15,000 kbps= 450 MB or 0.45 GB.
- 1000 kbps = 1mbps
- We strongly recommend sharing the creative with the publisher prior to activation. This will ensure that your creative meets their specifications.
- For vertical videos, the dimension changes to 1080x1920.
- Hulu: Constant Bitrate (CBR) 15-60 Mbps (Preferred) // Variable Bitrate (VBR) 20-60 Mbps (Accepted) https://advertising.hulu.com/ad-products/video-commercial/

Native Ads

DELIVERABLES

File Types	Dimensions (pixels)	Duration	Logo	File Size	Title	Description	Sponsor (Brand)	CTA
Image: GIF, JPEG, PNG	1200x627 with 1.91:1 aspect ratio	N/A	200x200 with 1:1 aspect ratio	2000x 2000 max.	Short title - 25 character limit; Long title - 90 character limit	Short - 90 character limit; Long -140 character limit	25 character limit	15 character limit
Video: MP4, M4V, MOV		5 minutes max (300 seconds)	200x200 with 1:1 aspect ratio	2GB max.	Short title - 25 character limit; Long title - 90 character limit	Short - 90 character limit; Long -140 character limit	25 character limit	15 character limit

- All character count limits include spaces. For example, the phrase "Water.org brings fresh water to thirsty people" contains 39 letters, one punctuation mark, and six spaces (a total of 46 characters).

Audio Ads

DELIVERABLES

File Types	Dimensions (pixels)	File Size	Bitrate	Duration	Additional Specifications
AUDIO					
MP3, M4A, WAV	Companion Ad: 300x250 (JPEG, PNG)	1MB max.	160Kbps max.	15 or 30 seconds.	• Third-Party Tags: When uploaded, supported audio file formats are converted to VAST/DAAST. Include both MP3 and OGG file types in your tag. While an OGG file type should not be used for first-party hosted audio, it should be included in your VAST/DAAST tag.

Cross-Device Display Ad

Ads run on Desktop and Mobile. Features a static or animated image. No video allowed.

DELIVERABLES

File Types	Dimensions (pixels)	File Size
JPG*, GIF	Display: 160x600, 300x250, 300x600, 728x90 Mobile: 320x50, 300x50	150KB max.
HTML5	same as above	150KB max. 100 files** max. (including backup files)
Backup JPG or GIF	same as above	120KB max. (submitted as a file, not embedded tag)

SPECIFICATIONS

Border: 1 pixel width min.; color must be distinguishable from ad and page background

Background: Cannot be transparent

Labeling: Must be listed on the ad by either the Advertiser Name* or URL

Animation:

- Duration: 15 seconds max. (or 3 loops totaling 15 seconds)
- Frame Rate: 24fps max.
- Click-through URL: Must open in a new browser window

*Preferred
**Compressed .zip with HTML, HTM, JS, CSS, JPG, JPEG, GIF, PNG, JSON, XML, or SVG files only

Rich Media Display Ad

Features a non-expanding or expanding image. Video allowed.

DELIVERABLES

File Types	Dimensions (pixels)	Border	Background	Labeling	Duration	Frame Rate	Click-through URL	Expand/Collapse
HTML5 Non-expanding	160x600, 300x250, 300x600, 728x90	1 pixel width min.; color must be distinguishable from ad and page background	Cannot be transparent.	Must be listed on the ad by either the Advertiser Name* or URL.	15 seconds max. (or 3 loops totaling 15 seconds).	24fps max.	Must open in a new browser window.	Must be user-initiated, consistent, and close on roll off or via X in upper right corner.
HTML5 Expanding	160x600 pixels expands to 320x600 to the left 300x250 pixels expands to 600x250 to the left 728x90 pixels expands to 728x270 downward	1 pixel width min.; color must be distinguishable from ad and page background	Cannot be transparent.	Must be listed on the ad by either the Advertiser Name* or URL.	15 seconds max. (or 3 loops totaling 15 seconds).	24fps max.	Must open in a new browser window.	Must be user-initiated, consistent, and close on roll off or via X in upper right corner.
Backup JPG or GIF	160x600, 300x250, 300x600, 728x90	1 pixel width min.; color must be distinguishable from ad and page background	Cannot be transparent.	Must be listed on the ad by either the Advertiser Name* or URL.	15 seconds max. (or 3 loops totaling 15 seconds).	24fps max.	Must open in a new browser window.	Must be user-initiated, consistent, and close on roll off or via X in upper right corner.

- Include the complete HTML document with at least one click tag and loadable into an iframe. Then, compress the folder into a .zip file.
- Save components for individual ad sizes into separate .zip files, including a separate file for the backup JPG or GIF image.
- Ensure there is a valid SSL certificate in place for all URL calls other than the click-out URL. To do this, verify the https:// protocol has a closed lock next to the URL.