

Digital Out of Home (DOOH)

Creative Specifications

Creative requirements and specifications for [digital out of home \(DOOH\)](#)—currently in beta—should be determined through conversations with your account manager and SSP/publisher contact. Ultimately, the responsibility to adhere to content/creative guidelines rests between you and the media owner.

In addition to following The Trade Desk [Ad Content Guidelines](#), ad content must adhere to the guidelines of the media owners (publishers). Please verify with them that your creatives meet such guidelines.

Generally speaking, creatives can be [hosted display](#), [hosted video](#), [third-party display](#), or [third-party video](#). If creatives are not hosted by The Trade Desk, available impression tracking depends on SSP/publisher support for your particular ad server.

Recommended Creative Type

The D6 ad format (1080x1920) is consistently used across all DOOH SSPs and so should be considered to help achieve reach.

Guidelines by SSP

- [Place Exchange](#)
- [VIOOH](#)
- [Vistar](#)
- [Broadsign](#)
- [Ströer](#)
- [SSP1](#)
- [Hivestack](#)