## Display/Banner Ad Specs

IGAWATT MEDIA

| Ad Type | Ad Unit Name | Size (pixels) | Aspect Ratio | Max. K-Weight (kB) | |
|---|---|---|---|---|---|
| | | (width x height) | (width:height) | Initial Load | Subload |
| Horizontal | Mobile Banner | 320x50* | 6:1 | | 100 |
| | Mobile Banner | 300x50* | 6:1 | | 100 |
| | Leaderboard | 728x90 | 8:1 | 150kB max | 300 |
| | Billboard | 970x250 | 4:1 | | 500 |
| Vertical | Skyscraper | 160x600 | 1:4 | 250kB for | 300 |
| | Half Page | 300x600 | 1:2 | Billboard and | 300 |
| Tiles | Large Rectangle | 336x280 | 1.2:1 | Half Page | NA |
| | Medium Rectangle | 300x250** | 1:1 | | 300 |
| Full Page | Mobile Interstial | 320x480** | 2:3 | | 300 |

*Includes Mobile;  ** Mobile Only

**Notes:**
- Accepted file types: jpg, gif, HTML5, png *(jpg recommended over png)*
- Max file size 150kB; Billboard and Half page can be up to 250kB
- Send files or ad tags via email or fileshare link; include the landing page URL (required) and any analytics parameters (optional).
- Include the 6 highlighted ad sizes in all display campaigns to maximize reach and inventory opportunities.
- Creative should include clear brand identification (logo or website url) and call to action (text or button).

**GIF Considerations & Best Practices**
- Include gif or static backup to HTML5 whenever possible, to maximize reach and placement opportunities.
- No more than 3 loops, at a maximum of 30 seconds.
- Include key message/CTA within the first 2-6 seconds
- If CTA is on the last frame, holding 1 second longer before repeating loop can help strengthen recall. (sample timing: 2 sec, 2 sec, 3 sec)
- Limit text to 20% or less of the ad space when covering an image

**HTML5 Creative Guidelines and Specifications**
- All hosted HTML5 creatives must be uploaded in a single zip file.
- The zip file must contain an **index.html** file that resides at the root of the zip file and not in a subfolder.
- The **index.html** file should be a complete and valid HTML document that includes the <html>, <head>, and <body> entities.
- The clickTag parameter must be referenced in the URL of all HTML5 creatives.
  *(Note: this ensures that clicks are tracked properly when the creative is served & the corresponding landing page can be opened when the creative is clicked)*

For additional detail on managing HTML5 creatives see:
- HTML5 Creative Guidelines and Specifications: *https://docs.xandr.com/bundle/invest_invest-standard/page/topics/html5-creative-guidelines-and-specifications.html*
- IAB HTML5 Standards: *https://www.iab.com/wp-content/uploads/2013/07/HTML5forDigitalAdvertising2.0PublicCommentDraft.pdf*

## Video/CTV/OTT Ad Specs

| Dimension | Video |
|---|---|
| Media Type (recommended) | MP4, MOV, VAST |
| Minimum Bitrate | 2,500 kbps |
| Video Dimensions & Resolution | 1080p - 1920x1080 (recommended) 720p - 1280x720 (minimum) |
| Frame Rate | 30 fps or 29.97 fps |
| Duration | 15 or 30 seconds |
| Max File Size | recommend 150MB or less; 1 GB max |

## Additional Specs for Hosted Video Creatives

| Size (PX) | Bit Rate (KBPS) |
|---|---|
| 2160 | 30000 |
| 1280 | 8000 |
| 1080 | 7000 |
| 720 | 2500, 2000, 1700, 1100, 600 |
| 432 | 1700, 1500, 1000, 500 |

## Additional Guidelines for all Video Creatives
- Video should be trimmed to length. Do not include slates, leaders or countdowns.
- Other video file types such as FLV, MPEG, Quicktime (QT), WebM, WMV, VPAID, etc are accepted for digital video however not recommended as they may not be compatible with all players.
- FLV, WebM and VPAID media types will not be eligible to serve on OTT/CTV inventory
- Avoid creating auto-initiated audio creatives as they are frequently blocked by publishers.

## Additional Guidelines for Third-Party Video Creatives
- Only VAST version 2.0 or higher is supported
- External VAST ad servers must submit content to our VAST Check functionality before it can be saved.
- There are no size or format restrictions on video creatives served by external ad servers.
- If serving VAST video creaties on Google inventory, their duration should be a maximum of 15 or 30 seconds. If serving video creatives over 15 seconds in duration, we recommend your creative contain the skippable element.
- Video creatives included in your VAST document should be transcoded using the FLV, MP4, and WebM file types.
- Multiple bitrates should be provided for in-stream video creatives that have been transcoded using the FLV, MP4, and WebM file types. The following bitrates are recommended:
  - 500kbps (optimized for mobile devices on cellular connections and required by many mobile SSPs)
  - 1200 kbps
  - 2500 kbps (optimized for high speed connections)
- Use secure tags in all cases. If you are trafficking VPAID creatives, make sure to properly secure every referenced file.

**OTT Video Creative Limitations**
• Do not include segment pixels in your inline VAST code, because they will not load in the SDK.
• Many OTT/CTV vendors do not  accept wrappers on VASTs so they are not recommended.
• Viewability reporting is not supported for OTT creatives. However, impression, quartile, and completion tracking are available.
• While most OTT/CTV vendors accept VAST tags, many download the video assets, review for quality and host on their servers
  to ensure quality of video experience.

**Companion Ad Banner Specs (Optional)**
Companion banners are optional and will serve only if the video player on the page supports companions.
When 3rd party VAST tags are provided, the Companion Banner must be wrapped within the VAST tag to serve.

| Dimension | Spec |
|---|---|
| Size (pixels, width x height) | 300x250, 300x60 |
| Format | jpg, gif, png, VAST |
| Max Frame Rate (gif) | 5 frames per second |
| Max File Size | 150kb |

## Audio Ad Specs

| Dimension | Spec |
|---|---|
| Media Format | MP3 |
| Bitrate (min-max) | 128-320 kbps |
| Sample Rate | 44.1 kHz |
| Duration | 10s, 15s, 30s |
| Max File Size | 1 MB |

## Companion Display Ad Specs

| Dimension | Spec |
|---|---|
| Size (pixels, width x height) | 300x250* - Banner<br>640x640*, 500x500 - Tiles |
| Format | jpg |
| Max File Size | 100kb |

**NOTES:**
- Send files or ad tags via email or fileshare link; include the landing page URL and any analytics parameters (optional).
- Including companion ads is recommended to maximize exposure on key audio platforms.
  *300x250 Banner & 640x640 Tile are the most common companion ad sizes.

## Native Ad Specs

| Text Asset | Character Limit |
|---|---|
| Headline/Title | 25 Char |
| Description | 120 Char |
| Call to Action Text | 15 Char |
| Sponsored By | 25 Char |

| Image Assets | Size<br>(pixels, width x height) | Aspect Ratio<br>(width:height) | Max File Size/ Weight<br>(kB) |
|---|---|---|---|
| Main Image | 1200 x 627 (minimum) | 1.91:1 | 100 |
| Logo / Icon | 300 x 300 (max)<br>White background only | 1:1 | 50 |

**NOTES:**
- Accepted file types: jpg or png *(png accepted but jpg recommended)*
- Native Ad Images should not contain text overlays (images with <20% text may serve on some sites but will limit placements)
- Send files or ad tags via email or fileshare link; include the **landing page URL (required)** and any analytics parameters (optional).
- For more on Native Ad specs see: https://www.iab.com/wp-content/uploads/2019/04/IABNewAdPortfolio_NativeAds_Spec.pdf

# Digital OOH Creative Specs

**IGAWATT MEDIA**

| Ad Type | Ad Unit Name | Size (pixels) (width x height) | Aspect Ratio (width:height) | Video Duration | Creative Notes |
|---|---|---|---|---|---|
| Billboards | **Bulletins** | **1400x400** | **7:2** | Static only; No video/audio | If editing display creative, a leaderboard or mobile banner are similar in aspect ratio and a recommended starting |
| | Posters | 840x400 | **21:10** | | |
| | Other: Squares | 600x600 | 1:1 | | |
| | Other: Spectaculars | 1000x400 | 5:2 | | |
| | | 1600x400 | 4:1 | | |
| | | 1200x400 | 3:1 | | |
| Bus Shelters | (same) | **1080x1920** | 9:16 | No video/audio | |
| Urban Panels | Charging Stations, Kiosks (vertical) | 1080x1920 | 9:16 | :15 Sec (no audio) | Same pixel size/dimentions as bus shelters. |
| | Newsracks (horizontal) | **1920x1080** | 16:9 | | Same aspect rasion as HD video (1280x720) |

## Notes:
- STATIC: Accepted file types: jpg.  RGB color.  Max file size 5MB (72ppi).
- VIDEO: Acceped file types: MP4, MOV (encoded using h.264). Max file size is 50MB (20MB or less preferred)
- RGB color recommended
- The three most common digital out-of-home formats include Bulletins, Bus Shelters and Urban Panes  are highlighted in bold.
- All creative is subject to media owner review and approval.

## Best Practices:
- Avoid white backgrounds; white is created by combining red, blue and green diodes in LED technology and can look subdued or like a tint of one of those three colors.  Colored backgrounds also pop better amongst their surroundings.
- As displays are read from a distance, font sizes should be large to be legible.  Readable text should be at least 15 pixels in height.
- Choose graphic elements with a strong focal point; busy photos do not translate well.

# Additional Guidelines for Digital Ad Design

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Gigawatt Media and our vendors follow IAB standard practices for digital ad specs and files in order to create the best user experience
(e.g. proper formatting, easy file loading, etc.).
See **https://www.iab.com/guidelines/iab-new-ad-portfolio/**for additional guidance around digital ad formats and design.

| | |
|---|---|
| **Audio (in display ads):** | Audio in display ads should be muted. To allow for audio initiation in ads, a control may be included for user to initiate audio. See LEAN user experience & ad content guidance for more in audio in ads. |
| **Defining ad space:** | Ad unit content mst be clearly distinguishable from publisher or unpaid content on the page. (e.g. ad unit may have clearly defined borders so it is not confused with normal page content.) |
| **CPU Load:** | Ad should be developed to perform smoothly and not interfere with site or app performance. 30% CPU load max (based on the) avg. CPU of the user base) per active ad. Please review LEAN guidance on IAB.com for more details on CPU load. |
| **Max number of host-initiated file requests:** | Ad must not exceed ten file requests during initial file load. Additional files can be loaded as necessary during host initiated subload and user initiated loads. |
| **Initial file load:** | Includes all assets and files necessary for completing first visual display of the ad & requested before load event dispatched by the window object. |
| **Host-initiated subload (subload):** | This is the additional file weight an ad can load in addition to initial load. Ad file subload may begin after the load even has been dispatched by the window object. The ad should listen for the load event dispatched by the window object of the host page. When communication with the host page is not possible, then it is acceptable to listen for the load event dispatched by the window object of the ad iframe. |
| **File weight calculation:** | For calculating ad file weight, all files for the ad including those shared libraries not exempt by the publisher or ad server must be included as part of the maximum file weight calculation. File weights are calculated after files have been compressed into gzip format. |
| **Initial Load K-Weight:** | All ad files + non exempt shared libraries + max 50 KB for all exempt Shared Libraries |
| **Subload K-Weight:** | All ad files + all non exempt shared libraries |
| **User-initiated file size:** | Unlimited file size load allowed after user-initiated interaction. Ad should be responsible about bandwidth and device capabilities while doing so. User initiation is the willful act of a user to engage with an ad or its elements, (e.g. click or tap or other complete or discrete gesture.) |
| **Static file weight and State image size:** | Use Initial Max K-Weight guidance for static image only ads or backup file requirements. |
| **Lean Principles** (Light, Encrypted, AdChoices Supported, Non-invasive Ads): | Lightweight file weight minimizes the ad load during initial page load and non-invasive advertising guidance creates a better user experience. For more details, see LEAN guidance at the bottom of IAB specs page linked below: https://www.iab.com/guidelines/iab-new-ad-portfolio/ |
| **Flexible Ad Sizing:** | Ad units are defined by aspect ratios and minimum and maximum size range so the ad can adjust based on the screen size it is being displayed on. |

## Display Ad Type Details

| | |
|---|---|
| **Horizontal Ads** | Landscape style ads with larger width and smaller height aspects. They typically fit edge to edge of the page width from margin to margin of the content and are placed at the top, bottom and sometimes in middle of page. |
| **Vertical Ads** | Portrait style with larger height and smaller widh aspects. They typically fit edge to edge from top to bottom OR margin to margin vertically between page layout elements. |
| **Tiles** | Rectangles or squares with very closely measured height and width aspects. Tiles are typically placed in grid layouts, as small to medium sized ad units. |

## Video Creative Spec Details

| | |
|---|---|
| **In-Stream Video** | It is played in video players on web pages, as well as CTVs. It can play before, in the middle of, or after other video content. In-stream video creatives can be served by a third party ad server or hosted on a third-party ad server and served by the DSP. |
| **Out-Stream Video** | It is played in smart video players that expand when the container is in view as the consumer scrolls through the other content on the web page. Out-stream video is highly flexible and supports a varitey of features such as skippability and autoplay. Some of these features can be set on the creaive, and some are determined by the player settings. Out-stream can also be configured to play video and/or audio based on the criteria that the publisher has set. It supports HTML5 and works on desktop and mobile inventory. |
| **Video Ad Serving Template (VAST)** | VAST is an XML-based video ad serving protocol that provides a uniform way for video content to be transferred from ad servers to video players on web pages. When a VAST video creative is played, Xandr returns a Wrapper VAST response with a URL to the external video ad server. VAST versions 2.0 and higher are supported.<br>*Out-stream video demand can only be delivered with VAST for real-time bids (RTB)* |
| **Video Player-Ad Interface Definition (VPAID)** | VPAID is being replaced by Open Measurement Interface Definition (OMID) and and Secure Interactive Media Interface Definition (SIMID) as of Dec 2020.<br>*We can accept VPAID-enabled in-stream video creatives but cannot guarantee that they will work with all video players.  For more information, please the IAB VPAID & related standards at: https://iabtechlab.com/standards/video-player-ad-interface-definition-vpaid/ |