Creative Specs

Reaching Your Audience on Their Favorite Devices

Your Target Audience

Gain deep insight into your target audience with detailed reporting and complete profiles to better understand who you are targeting.

Programmatically
Optimized Media Mix

Your audience is filtered by the types of media and channels they respond to best creating an optimized media mix at the individual level.

Email Creative
Specifications

Dimensions
For best optimization on both desktop & mobile please follow the dimensions below:

- **Width:** Between 550px & 650px
- **Height:** Maximum 1800px*

*Can exceed maximum height, but not recommended for optimal deliverability

If Bridge is coding the creative:
Please provide the assets in one of the following ways:

- **PSD**
  — Layered, not flattened
  — For non-standard fonts, please provide .ttf or .otf font file
- **PDF**
- **JPEG/PNG**
  — If this is the case please provide all the text in a separate word document.

We must have all URLs in either an Excel or Word document with the location of where the URLs will placed.
If you have a desired look for your HTML's mobile format, please provide an example of how it will render.

If Bridge is not coding the creative:

- **HTML File**
  — Preferred as an HTML
  — It can be a .TXT file
- **If Bridge is hosting images we need each image necessary for rendering**
  — It cannot be a mix of client hosted & Bridge hosted images

Mandatory for all campaigns if Bridge is executing:

- **From Line(s) & Subject Line(s)**
- **Testing Seed List(s) & Live Seed List(s)**
- **Unsubscribe Link (mandatory) / View in Browser URL (optional but recommended)**
  — Bridge can provide both, but must be informed if we are
- **All necessary language for complying with CAN-SPAM act**
  — Postal Address (we can provide our own if needed)
  — Unsubscribe language (we can provide our own if needed)
- **Personalization (First Name, Last Name, etc)**
  — This must be documented if it will be used within the campaign. Please give as much detail as possible with what will be used (e.g. First Name) & the location of the personalization (e.g. Dear First Name,).

Display Creative
Specifications

Supported Display Ad Sizes

· **300x250**   · **728x90**   · **300x600**   · **160x600**

File Type: JPEG, PNG, GIF, HTML5 \ Max size: 150K
Inventory varies by exchange & region. All formats may not be available in all cases.

Supported Mobile Ad Sizes

Smartphone Static Banners

· **300x250**   · **320x50**   · **320x480***

File Type: JPEG, PNG, GIF \ Max size: 150K
* Mobile Interstitial

Tablet Static Banners

· **300x250**   · **728x90**

File Type: JPEG, PNG, GIF \ Max size: 150K

Prohibited Characteristics

- Promote online gambling (paid, free, or gateway to paid gambling; brick and mortar gambling is acceptable)
- Depicting or delivering libelous, violent, tasteless, hate, defamatory, or illegal content
- Portray partial or complete nudity, pornography, and/or adult themes and obscene content
- Spawn pops, simulate clicks, contain malicious code, viruses, or executable files of any kind
- Delivering surveys via floating layers, pop-ups or pop-unders
- No explicit language, no spelling mistakes, no simulated expletives (e.g., #$%!)

Native

Specifications

ICON

STORE NAME

CALL TO ACTION

TITLE

RATING
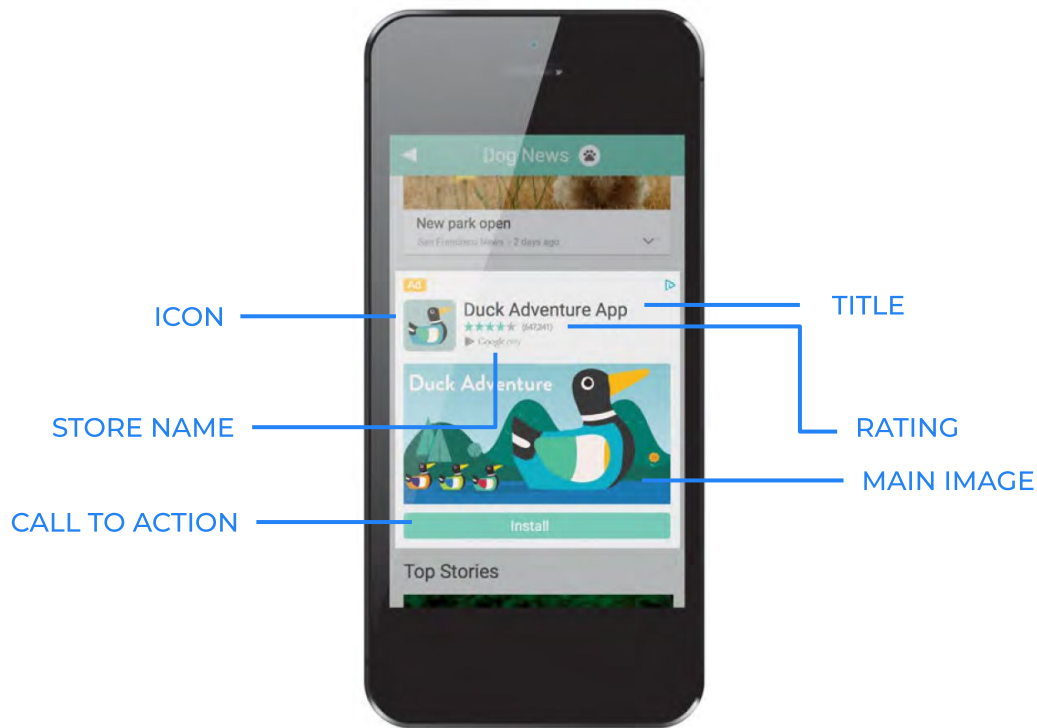
MAIN IMAGE

CREATIVE ASSET SPECS

| ASSET TYPE	DESCRIPTION	GUIDELINES
Main Image	The large main image to be used in the advertisement.	1200x627 (1.91:1 aspect ratio)
Icon	The App Icon to be displayed in the advertisement.	200x200 (1:1 aspect ratio)
Short Title	Title or headline for the native ad. Short title should be optimized for mobile.	25 characters
Long Title	Title or headline for the native ad. Long title should be optimized for desktop.	90 characters
Short Description	Additional text typically displayed below the title. Short description should be optimized for mobile.	90 characters
Long Description	Additional text typically displayed below the title. Long description should be optimized for desktop.	140 characters
Sponsor (Brand)	The name of the advertiser running the native ad.	25 characters
Call to Action	Text that will likely appear in a button near the image assets. Examples include "Learn More" and "Buy Now."	15 characters
Store Name	Used for app install campaigns. This is typically the name of the app store (such as Google Play or App Store).	15 characters
Price	The price of the product being linked to from the native ad.	15 characters

In Stream Video
Specifications

Companion Banners are optional and can be omitted from video ads.

Please ensure that all pixels & tags are SSL compliant (https). This does not apply for click-through URLs. Failure to provide secure tags & pixels may result in delivery issues

	In-Stream Video	Companion Banner	Youtube & Skippable
Ad Length Available Must be less than or equal to duration (eg: we can bid on a :30 impression with a :25 video)	Depends on Inventory. **Range** :12-60 seconds	N/A	**:15** **:30** - non-skip only on subset of inventory **:60** - must be skippable Must be min. of :12 sec
Video Placement	Pre-Roll (Majority) Mid-Roll Post-Roll	N/A	Pre-Roll (Majority) Mid-Roll Post-Roll
File Format	**Hosted:** .mp4 (H.264) .flv (FlashVideo) .webm .mov .wmv .mpg .mpeg upload one file format, we encode into mp4, flv, webM	**Hosted:** .jpg .gif .png **Third-Party:** Served via VAST tag See standard ad specs for more info	**Hosted:** .mp4 (H.264) .flv (FlashVideo) .webm .mov .wmv .mpg .mpeg upload one file format, we encode into mp4, flv, webM **Third-Party:** H.264(MP4), FlashVideo, and WebM video file types must all be included within each video creative. Other formats may be included but will not be used.
VAST/VPAID	Automatically managed for **Third-Party:** VAST 2.0 & 3.0 VPAID 1.0	Served via VAST tag	VAST 2.0+ only must be secure VAST-served video ads are not eligible to run on mobile web
Video Aspect Ratio	**16:9** (recommended) **4:3** **5:2**	N/A	**16:9** (recommended) **4:3**
Max File Load Size	**Hosted:** No enforced limit	**150k**	**10mb**
Ad Format	**16:9** (recommended) 1920x800 640x360 400x225 **4:3** 480x360 400x300	**300x250** **300x60** Static images only, no flash	**16:9** (recommended) 1920x800 640x360 **4:3** 480x360
Tracking Pixel	**Hosted & Third-Party:** Impression Start First Quartile Mid-Point Third Quartile Complete Click	**Hosted:** Impression Click **Third Party:** N/A	**Hosted & Third-Party:** Impression Start First Quartile Mid-Point Third Quartile Complete Click
3rd Party Tracking Tags All pixels and tags must be SSL compliant (https). This does not apply for click-through URLs. Major inventory sources require secure creative only.	**Hosted:** Not Limited **Third Party:** One third-party tracking URL JS Pixels not allowed	N/A	Maximum of three third-party impression pixels allowed per third-party-served VAST XML JS Pixels not allowed

Facebook Creative
Specifications
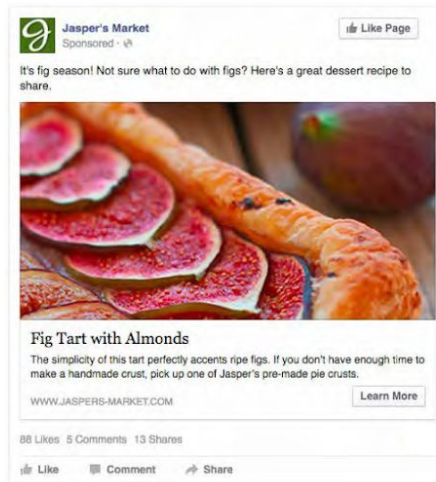
Facebook Newsfeed

Drive traffic directly to your website with static ads.

Design Recommendations

Use these guidelines to design an ad that looks good everywhere it appears on Facebook. The recommended image size ensures your image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens.

- Recommended image size: 1,200x628
- Image ratio: 1.9:1
- Text: 90 Characters
- Link Description: 30 characters
- Headline: 25 characters
- Image may not include more than 20% text.

In order to run News Feed placements, we need to have rights to advertise on the page's behalf. We will issue a request from our platform to initiate the process pre-launch. The admin of the facebook page should see the notification on their page by following the steps.

- On their page, go to settings in the top right.
- Click Page Roles, on the left menu
- The approval request will appear under "Pending Agency Requests"

Facebook Carousel

Showcase 3-5 images and drive traffic directly to your website.

Design Recommendations

Use these guidelines to design an ad that looks good everywhere it appears on Facebook. The recommended image size ensures your image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens.

- Recommended image size: 600x600
- Image ratio: 1:1
- Text: 90 Characters
- Link Description: 20 characters
- Headline: 40 characters
- Image may not include more than 20% text.
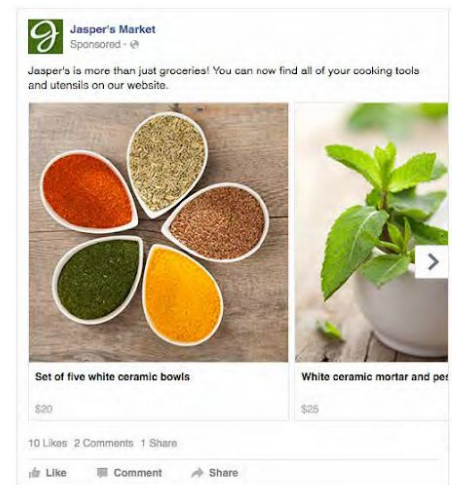
Facebook Standard Video

Drive traffic directly to your website with video advertising.

Design Recommendations

Use these guidelines to design an ad that looks good everywhere it appears on Facebook. The recommended video and thumbnail image guidelines ensures your ad always looks high quality.

- Apsect Ratio: 16:9
- Newsfeed Description: 30 Characters
- Video: H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan
- Headline: 25 characters
- Text: 90 Characters
- Format: .mp4 container ideally with leading moov atom, no edit lists
- Audio: Stereo AAC audio compression, 128kbps + preferred

Technical Recommendations

- Caption length text: Text only, max 2,200 characters
- Recommended Aspect Ratio: 1.33:1 / 4:3 / SDTV 1.375:1 / film, 1.77:1 / 16:9 / HDTV 1.85:1 / Film 2.39:1 or 2.40:1 / Widescreen / 9:16 no pillar boxing or letter boxing
- Length: 120 minutes max
- Thumbnail image ratio: Should match the aspect ratio of your video. Your thumbnail image may not include more than 20% text.
- Minimum resolution: 600x315 (1.9:1 landscape) 600x600 (square)
- File Size: Up to 4GB max
- Frames: 30fps max
- Format: Full list of supported file formats here
- Bitrate: No limit to bitrate file if you're using two pass encoding, as long as long as your file doesn't exceed 1 GB. Otherwise, 8 megabits per second for 1080p and 4 megabits per second for 720p.

Slideshow Design Guidelines

- Recommended News Feed image size: 1,280 x 720 pixels
- News Feed image ratio: 16:9 (max 4:3) or 1:1
- Text: 90 characters (long posts may be truncated on small screens)
- Images of same size and aspect ratio are recommended to avoid cropping
- Your image may not include more than 20% text. See how much text is on your image.

Instagram Creative
Specifications

Instagram Standard

Drive traffic directly to your website with static ads.

Design Recommendations

○ Image Size: 1080x1080

○ Image may not include more than 20% text. See how much text is on your image.

○ Image Ratio: 1:1

○ Caption: Text only, 125 characters recommended

Technical Recommendations

○ Image ratio: 1.9:1 to 1:1

○ Caption: Text only, max 2,200 characters

○ Minimum resolution:
  600x315 (1.9:1 landscape)
  600x600 (square)

Instagram Carousel

Showcase 3-5 images and links within a single ad unit to direct traffic to your website.

Design Recommendations

○ Image Size: 1080x1080

○ Caption: Text only, 125 char. recommended

Technical Recommendations

○ Minimum number of images: 3

○ Maximum number of images: 5

○ Image ratio: 1:1

○ Minimum resolution: 600x600

○ Maximum resolution: 1936x1936

○ File type: .jpg or .png

○ Maximum size: 30MB per image

○ Your image may not include more than 20% text. See how much text is on your image.

○ Caption: Text only, max 2,200 char.

Instagram Video

Drive traffic directly to your website with video advertising.

Design Recommendations

○ Aspect Ratio: 1:1

○ Audio: Stereo AAC audio compression, 128kbps + preferred

○ Caption: Text only, 125 characters recommended

○ File type: .mp4 container ideally with leading mov atom, no edit lists

○ Video: H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan

Technical Recommendations

○ Caption length text:
  Text only, max 2,200 characters

○ Video aspect ratio: 1.9:1 to 1:1

○ Minimum resolution:
  600 x 315 (1.9:1 landscape)
  600 x 600 (square)

○ Minimum length: 2.5 seconds

○ Maximum length: 60 seconds

○ File type: .mp4

○ Video codecs: H.264, VP8

○ Audio codecs: AAC, Vorbis

○ Maximum size: 1.75 GB

○ Frame rate: 30fps max

Bitrate: No limit to bitrate file if you're using two pass encoding, as long as your file doesn't exceed 1 GB. Otherwise, 8 megabits per second for 1080p and 4 megabits per second for 720p.

Thumbnail image ratio: Should match the aspect ratio of your video. Your thumbnail image may not include more than 20% text. See how much text is on your image.

Audio Creative

Specifications

Audio creatives are stored by The Trade Desk in a <u>VAST tag</u> or DAAST tag. When uploaded to the <u>Creatives Library</u>, supported audio file formats are automatically converted to VAST/DAAST.

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The Trade Desk Guidelines

Suggested Bitrate:
- 160 kbps or less (we cannot encode third-party files lower than the rate at which they are set)

Preferred Third-Party File Type:
- 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.

Available Spot Length:
- 15 seconds or 30 seconds (60 seconds also available, but not recommended)

Companion Banner File Types:
- .JPEG, .PNG

Companion Banner Tracking:
- Should be hosted on The Trade Desk for best compatibility

Optimal Specifications

Scale across multiple inventory sources using these creative specifications. While the following requirements will enable you to serve across most inventory sources, specifications may still vary by publisher and SSP. Visit <u>Ad Guidelines and Standards</u> for more details on each format.

File Types: .MP3, .M4A, .WAV
Bitrate: 160 kbps
Spot Length: 15 seconds or 30 seconds

Publisher Specifications

a2x by Triton Digital

Suggested Bitrate:
-128 kbps

Preferred Third-Party File Type:
-.MP3, .WAV, .WMA, or .OGG

Available Spot Length:
- 15 seconds, 30 seconds, or 60 seconds

Companion Banner File Types:
-.JPEG, .PNG, GIF

Companion Banner Tracking:
-While tracking on the audio ad should only be done using a 1x1 pixel, tracking on the companion banner can be done using either an image pixel or a JavaScript tag

Audio
Creative
Specifications

Adswizz (AudioMax)

Suggested Bitrate:
-196 kbps

Preferred Third-Party File Type:
-.MP3, .WAV, .OGG, or .ACC

Available Spot Length:
- 15 seconds, 30 seconds, or 60 seconds

Companion Banner File Types:
-..JPEG, .GIF, .HTML

Companion Banner Tracking:
-Adswizz (AudioMax), supports JavaScript or rich media (such as Flash) in addition
 to HTML
-Companion banners must be hosted on The Trade Desk, have a maximum file
 size of 2 MB, and tracking can be done using an impression pixel

Pandora

Suggested Bitrate:
-128 kbps

Preferred Third-Party File Type:
-.MP3, .WAV, or .WMA
-Only MP3 is supported if you have a third-party file for the web

Available Spot Length:
- 15 seconds (non-skippable) or 30 seconds (non-skippable)

Companion Banner File Types:
-..JPEG, .GIF (500x500 only)

Companion Banner Tracking:
-Third-party audio creatives must use third-party companion banners, which can
 be placed via a third-party VAST tag

Spotify (via Rubicon)

Suggested Bitrate:
-160 kbps

Preferred Third-Party File Type:
-.OGG is the only third-party file type that will be accepted

Available Spot Length:
- 115 seconds or 30 seconds

Companion Banner File Types:
-. .JPEG, .PNG

Companion Banner Tracking:
-Third-party audio creatives must use third-party companion banners, which can
 be placed via a third-party VAST tag
-The companion banner must be a static resource (must link to the image using
 an HTML URL instead of a script tag) to render on Spotify

Audio
Creative
Specifications

TargetSpot

Suggested Bitrate:
-160 kbps

Preferred Third-Party File Type:
-.MP3, .WAV, .WMA, or .OGG

Available Spot Length:
- 15 seconds, 30 seconds, or 60 seconds

Companion Banner File Types:
-..JPEG,

Companion Banner Tracking:
-N/A

SoundCloud

Suggested Bitrate:
-160 kbps

Preferred Third-Party File Type:
-.MP3, .WAV, .WMA, or .OGG

Available Spot Length:
-15 seconds or 30 seconds

Companion Banner File Types:
-..JPEG, .PNG

Companion Banner Tracking:
-N/A

Companion Banner Sizes

For Spotify and Pandora third-party audio creatives must use third-party companion banners, which can be placed via a third-party VAST tag.

Supported sizes for audio companion creatives (when offered by a publisher). The delivery of companion banners is not guaranteed, but will be supplied to the SSP and publisher when bidding.

Size	A2x by Triton Digital	Adswizz (AudioMax)	Spotify (via Rubicon)	TargetSpot	SoundCloud	Pandora
300x250	✓	✓	✓	✓	✓	✓ (desktop & mobile only)
728 x 90	✓	X	X	X	X	X
300 x 50	✓	X	X	X	X	X
300 x 600	X	X	X	X	X	✓ (only for desktop)
320 x 50	✓	X	X	X	X	X
500 x 500	X	X	X	X	X	✓ (only for desktop)
640 x 640	X	X	✓	X	X	✓ (only for mobile)
1080 x 1080	X	X	X	X	X	✓ (only for mobile)

Tracking Pixels

When you upload your hosted audio creative, you will have the option to add third-party tracking pixels to track various events that occur when an impression is served. To decrease the likelihood of errors, you should not place more than eight pixels on a single creative.

The following event types are available:

+ Start
+ Midpoint
+ First Quartile
+ Third Quartile
+ Complete
+ Impression
+ Click

CTV Creative
Specifications

Access the most inventory with the right formats. If using **third-party creatives** instead of **hosted**, include a media file from each spec type to reach the most Connected TV inventory.

Vast Bid Responses

Most CTV inventory will only accept VAST 2.0. For best results, work directly with publishers to understand media file requirements.

Mezzanine

File Type: .MP4
Resolution: 1920x1080
Bitrate Range: 15,000 kbps to 30,000 kbps
Maximum File Size: 10 GB
Frame Rate (FPS): 23.98 or 29.97
Audio Sample Rate: 48 kHz

Hulu-Specific Requirement

Hulu-hosted videos must have a minimum bitrate of 15,025 kbps.

High

File Type: .MP4
Resolution: 1920x1080
Bitrate Range: 4,000 kbps to 6,500 kbps
Maximum File Size: N/A
Frame Rate (FPS): 23.98 or 29.97
Audio Sample Rate: 48 kHz

Medium

File Type: .MP4
Resolution: 1280x720
Bitrate Range: 1,200 kbps to 3,500 kbps
Maximum File Size: N/A
Frame Rate (FPS): 23.98 or 29.97
Audio Sample Rate: 48 kHz

Low

File Type: .MP4
Resolution: 1280x720
Bitrate Range: 500 kbps to 1,200 kbps
Maximum File Size: N/A
Frame Rate (FPS): 23.98 or 29.97
Audio Sample Rate: 48 kHz

Details

Constant frame rate required. No telecine, interlacing, or duplicate frames.

Frame rate is simply how many frames are played per second.

Telecine refers to footage that has been converted from its native or source rate (for example, 24 frames per second) to broadcast or another rate by inserting a duplicate frame every fourth frame, or by blending or interlacing every third frame together.

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.

Publisher-Specific

Specifications

- Third Party Vendors
- Fox
- Sling

- CBS Interactive
- NBCUniversal

Meeting Creative

Specifications

If your creative does not meet one or all of these requirements, you will see a recommendation for how to meet the requirements in the Cross Channel Verification section of the Creative Details page (accessed by clicking on an individual creative in the Creatives Library). For example, in the following image, the uploaded creative is not 1080p and you will see a recommendation to add a 1080p MP4 media type in order to maximize reach for CTV ad groups.

The Trade Desk does not upscale, upsample, or stretch uploaded video assets, so we recommend always uploading the highest quality file you have available.

CTV creatives can be first-party or third-party hosted creatives. It is important to note, however, that CTV devices do not support the ability to click through to a landing page. You can set up a URL to click through if you are running on full-episode player inventory (on desktop or mobile), but not when running only on CTV device inventory.

Cross Channel Verification ⑦

Channel	Recommendation
✅ PC	Good to Go!
✅ Mobile & Tablet	Good to Go!
⚠ Connected TV	Please add 1080p MP4 media type to maximize reach.

Go-Live Check

If your CTV ad group includes at least one private contract, we will complete an additional creative check when you enable your ad group (that is, when the ad group "goes live"). This check will verify that the ad group's creative format meets the private contract publisher's requirements.

Interactive Video Units

Brightline (SpotX) can support interactive units, and Roku has an in-house team available to help with these particular forms of CTV creatives.

External Nielsen DAR Reporting

If you enable <u>Nielsen DAR reporting</u> through The Trade Desk platform (only available when targeting Roku devices), information about your campaign will automatically be sent to Nielsen. Your Nielsen DAR report will be generated in the platform once it is ready. But, if you would like to use external Nielsen DAR reporting, there are a few extra steps you will need to take.

To use external Nielsen DAR reporting (rather than the reporting available through The Trade Desk platform), you will need to manually add a third-party impression pixel to each of your CTV creatives. This will ensure that the information gathered during your campaign will be sent to Nielsen and entered by them into your report.

To add your third-party impression pixel to the creative, navigate to the Creatives Library and click **+ New Creative** to start the Add Creative wizard. Once you reach the Tracking & Declarations screen, add your third-party Nielsen impression tracker into one of the third-party tracking tag fields.