

# Display Ad Specifications



The creative is the actual advertisement, either the image or flash file hosted by a first-party vendor or a third-party tag. Creatives contain some sort of message, either promoting brand awareness or driving a call to action, such as a sign up or purchase.

This document covers display specifications, third-party supported ad servers, and prohibited characteristics.

## RTB SUPPORTED AD FORMATS

- GIF, JPEG, and PNG image files
- Third-Party Ad Tags from approved ad servers (HTML or raw JavaScript)
- HTML5 – see page three for more details
- Creative file size must be 150K or smaller. This applies to both first and third-party ads
- Creatives cannot open on the same page; they must open a new page upon click
- Animated ads are limited to a maximum of 15 seconds of looping, after which point they must remain static
- 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 300 x 250 which should click through to a landing page

## RTB SUPPORT AD SIZES

### TOP-PERFORMING/RECOMMENDED AD SIZES

728 x 90 Leaderboard  
 300 x 250 Medium Rectangle  
 320 x 50 Mobile leaderboard\*  
 300 x 50 Mobile Banner\*  
 160 x 600 Wide Skyscraper  
 300 x 600 Half Page Ad Unit

### MOBILE AD SIZES

- GIF, PNG, JPG for still images
- Animated GIF for animations

Smartphone Static Banners: 300 x 50, 300 x 250, 320 x 50, 336 x 280, 320 x 480

- Max Size: 40k - 1MB, depending on supply vendor

Tablet Static Banners: 300 x 250, 728 x 90, 160 x 600, 468 x 60, 336 x 280

- Max Size: 150k - 1MB, depending on supply vendor

Tablet Interstitials on MoPub: 768 x 1024, 1024 x 768

- Max Size: 1MB

Smartphone Interstitials on MoPub: 320 x 480

- Max Size: 1MB

\* = Special requirements for this size

## OTHER AD SIZES

100 x 72 Outlook only\*  
 468 x 60 Full Banner  
 120 x 600 Skyscraper  
 336 x 280 Large Rectangle  
 200 x 200 Small Square  
 180 x 150 Rectangle  
 250 x 250 Square  
 125 x 125 Square Button  
 234 x 60 Half Banner  
 930 x 180 Top Banner  
 980 x 120 Panorama

## OTHER AD SIZES CONT.

970 x 90 Super Leaderboard  
 240 x 400 Vertical Rectangle  
 300 x 100 Mobile 3:1 Rectangle\*  
 120 x 60 Mobile Button 2\*  
 320 x 80 Mobile  
 320 x 160 Mobile  
 320 x 320 Mobile  
 1000 x 90  
 1020 x 250  
 120 x 240  
 120 x 90  
 125 x 125  
 125 x 83  
 1280 x 100  
 180 x 500  
 226 x 850  
 230 x 230  
 230 x 600  
 250 x 360  
 300 x 1050  
 300 x 240  
 300 x 60  
 320 x 240  
 400x400  
 440x220  
 450x250  
 468x400  
 480x250  
 480x280  
 480x320  
 480x80  
 519x225  
 544x225  
 550x340  
 551x289  
 555x111  
 555x333  
 600x75  
 640x480  
 720x300  
 720x480  
 750x200  
 800x250  
 88x31  
 960x325  
 960x60  
 970x250  
 970x66  
 975x300  
 980x150  
 980x240  
 980x250  
 980x400  
 980x90  
 994x250

## OTHER SPECIFICATIONS

- Creative images must be clear, recognizable, and relevant; text appearing in the ad must be legible
- Creatives must occupy the entire space of the image size you've chosen
- Creatives cannot appear sideways or upside down
- Creatives cannot be segmented, contain multiple copies of itself within the ad, or otherwise appear to be more than one ad
- Creatives with partially black or white backgrounds, you must add a visible border of a contrasting color to the majority background color of the ad
- File size must be under 150 KB or smaller (we recommend under 40 KB) – applies to first and third-party ads
- All creatives must open a new page on click, cannot open in the same page
- Animated ads are restricted to a maximum of 15 seconds of looping, after which point they must remain static
- In-banner video creatives can be in HTML5 or flash format with a 50kb max file load and a 2MB load for the secondary file
- There is no length limit for click to start video ads, but the video should immediately go to the landing page upon completion
- All in-banner video ads must include the play, pause, mute and unmute buttons

## HTML5

See also: [HTML5 For Digital Advertising: Guidance for Ad Designers and Creative Technologists](#)

### File sizes:

- Maximum initial load – 300 KB (200 KB recommended)
- Maximum subload – 600 KB
- Maximum initial file load count – 10 files
- Maximum subload file count – 100 files
- Maximum file size – 5 MB
- Maximum user-initiated load – 2.2 MB (recommended)

### File packaging methods:

- A single .HTML file (under 200 KB)
- A single root/main .HTML file with supporting images
- A single root/main .HTML file with supporting images and additional supporting .JS and .CSS files
- When packaging HTML5 creatives, zip the assets, not the folder containing the assets

**File types:**

.HTML, .JS, .CSS, .JPEG, .GIF, .PNG, and .SVG

**Single HTML file:**

- All information for serving the creative (with the exception of commonly used JavaScript and CSS libraries) should be included in the .HTML file
- The maximum .HTML file size is 200 KB

**Zip-compressed files:**

- All files for displaying the creative (with the exception of commonly used JavaScript and CSS libraries) should be included in the .zip file
- The primary .HTML file should be located in the root of the .zip file
- .zip files must contain no more than 100 files, including at least one .HTML file for use as the initiating file for display
- We suggest keeping the file count low to minimize browser performance impact.
- The maximum size of any automatically-started video should be less than 1.1MB.
- The maximum size of any individual file is 2.2 MB
- The maximum size of the primary .HTML file should be 100 KB
- The .zip file should be smaller than 10 MB compressed and the contents should be smaller than 12 MB uncompressed
- Only .HTML, .JS, .CSS, .JPG, .JPEG, .GIF, .PNG, and .SVG files may be included in the .zip file

**Javascript & CSS libraries:**

- Commonly used JavaScript and CSS libraries (such as jQuery) do not need to be included in the creative. See the [IAB list of common libraries](#) for details

**Image sprite:**

- Including image sprites instead of multiple images decrease the number of file requests made by your creative and increases its performance. See the [IAB list of sprite tools](#) for details

**Video tags:**

- We do not recommend the use of video tags in HTML5

**Audio tags:**

- Audio tags should only play if a user intentionally starts the audio

## ClickTAG parameters:

- The ClickTAG parameter is provided to the primary .HTML file as the URL parameter
- We suggest using JavaScript to read the parameter for the document location URL and using it to set up the landing page for your clicks. You can use single quotes (') or double quotes (") in your code, but you cannot mix them. Use either all single or double quotes
- The following code must be used to retrieve the ClickTAG URL:

```
function getParameterByName(name) {  
    name = name.replace(/[\[]/, "\\[").replace(/[\]]/, "\\]");  
    var regex = new RegExp("[\\?&]" + name + "=[^&#]*"),  
        results = regex.exec(location.search);  
    return results === null ? "" :  
        decodeURIComponent(results[1].replace(/\+/g, " "));  
}
```

## Expandables

- Any Display ad size we support can be declared expandable, although inventory will vary based on size and direction
- Expandables are supported via third-party tags only
- Required Declarations include Expansion Direction(s), Expansion Action and Expandable Ad Server

## Prohibited Characteristics

- Unbranded ads
- Pornographic or highly suggestive content or images, nudity or suggestive content or images.
- Promoting adult products, including sex toys and sexual enhancers
- Promoting adult-themed dating, escort services, "mail-order brides," or similar services
- Promoting online gambling
- Sales of weapons or ammunition
- Peer-to-peer file sharing, torrents, or anything that facilitates or promotes copyright infringement
- Incite, threaten, advocate, or call for acts of violence against any individual, or group
- Extreme violence or incitement of hatred of any race, religion, creed, class, or ethnic group or of any individual or group
- Hate content, including sites that advocate the superiority of a specific race or ethnic group
- Promotion of illegal drugs or drug paraphernalia (including marijuana).
- Promotion of black-hat hacking, cracking, or warez.

## Prohibited Characteristics Cont.

- Any other content that is illegal, promotes illicit or harmful activity, or infringes on the rights of others. This includes sites that provide “how-to” information on bomb-making, lock-picking, and similar topics
- Defamatory or libelous content
- Distribution of viruses, malware install spyware, trojans, viruses, or other malware. Graphic or gratuitous depiction or glorification of the pain, torture, violence against humans or animals
- Descriptions, depictions, or glorification of the pain, suffering, torture, violence or death of or against humans or animals
- Sales or promotion of firearms, ammunition, bombs or other weapons, or related design materials
- Automatic redirections of the user to a new page or app; pop-ups on a webpage upon banner open or upon page exit
- Anything misleading or containing content that is not reflective of what the user finds on the clickthrough URL

## Third-Party Creatives

You may choose to have all of your creatives served by a single adserver for several reasons:

- Centralize reporting
- Maintain control over creatives
- Identify impression discrepancies with partners

The Trade Desk can be your primary adserver or will accept tags from another adserver

## APPROVED THIRD-PARTY AD SERVERS

The following ad servers are approved to run on the exchanges. In most cases, we automatically insert macros. If you have third-party tags that are not automatically supported, please notify your dedicated Account Manager.

AdCentric / Cossette

AdConductor (Burst Media)

Adform

AdGenie

ADITION

AdJug

adMarketplace

Adobe Flash

AdOcean (Gemius)

Adrime

Adroit Interactive

AdRoll (Semantic Sugar, Inc.)

ADTECH / AOL

Advolution

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## APPROVED THIRD-PARTY AD SERVERS CONT.

Aggregate Knowledge	Google
ARANet (Adfusion)	GroovinAds
Atlas	Hamilton Beach (TruEffectDirectServe)
Audience Science	HURRA Communications
Avazu	iCrossing
BlueKai	Impact Engine
Bluestreak	Insight Express
Brand.net	InterCLICK
BridgeTrack / Sapient	Intergi
Canal+	Intermundo Media (TruEffect
Chitika	DirectServe)
Constant Contact	Interpolls
CPM Advisors, Inc	Kwanzoo
Criteo	Linkstorm
Dapper Inc.	Lotame
Dedicated Marketing Solutions	MaxPoint Interactive
(Dedicated Media)	Media 6 Degrees
DKK	MediaMind
DoubleClick (DFA)	Mediaplex
Dynamic Logic/Safecount	Mercado Livre
Dynamic Video	Mixpo
e-Planning	NetAffiliation
EchoSearch	Netmining (buyer proprietary -
Efficient Frontier	Innovation Interactive)
Emediate	NetSeer Inc. (buyer proprietary)
Eulerian Technologies	Newtention
Evidon (formerly Better Advertising)	Nextag
Eyeblaster	Nielsen
eyeReturn	Nielsen IAG Research
EyeWonder	Nurago (Pixel tracking only)
Facilitate Digital	Oggifinogi
Factor TG	OpenX
Fetchback Inc	OpinMind
Flashtalking	Pointroll
Fusebox	Predicta
Goodway Group - BUYER	Pulse 360

## APPROVED THIRD-PARTY AD SERVERS CONT.

Qoof  
Quantcast  
QuinStreet  
Quisma Tracker  
Red Aril  
Reddion/NOAH (Pixel Tracking Only)  
RichRelevance  
SMART AdServer  
Spartoo  
Spongecell  
Steel House Media  
Struq  
TagMan  
TellApart  
Teracent Corporation  
TradeDoubler  
Traffic Marketplace  
TruEffect  
Tubemogul  
TumriUltimate Feed  
Underdog Media  
Undertone  
Unicast  
United Virtualities  
ValueClick Media  
Visible Measures  
Wall Street On Demand (Adhesion)  
Weborama  
Yielddivision  
Zedo