

Creative Specifications

Advertiser submission guide

Submit one final, placement-ready file for each required ad size. Use the format-specific requirements below. Include a clear campaign identifier with each delivery, and ensure that all creative is approved before launch.

PROGRAMMATIC DISPLAY ADS

AD SPECIFICATION	DESCRIPTION
320 x 50	Mobile — JPG, PNG, GIF, HTML5; maximum size 200 KB
320 x 100	Mobile — JPG, PNG, GIF, HTML5; maximum size 200 KB
320 x 480	Mobile / Desktop — JPG, PNG, GIF, HTML5; maximum size 200 KB
300 x 50	Mobile — JPG, PNG, GIF, HTML5; maximum size 200 KB
300 x 250	Mobile / Desktop — JPG, PNG, GIF, HTML5; maximum size 200 KB
336 x 280	Mobile / Desktop — JPG, PNG, GIF, HTML5; maximum size 200 KB
160 x 600	Desktop — JPG, PNG, GIF, HTML5; maximum size 200 KB
300 x 600	Desktop — JPG, PNG, GIF, HTML5; maximum size 200 KB
728 x 90	Desktop — JPG, PNG, GIF, HTML5; maximum size 200 KB
970 x 250	Desktop — JPG, PNG, GIF, HTML5; maximum size 200 KB

PROGRAMMATIC VIDEO ADS

AD SPECIFICATION	DESCRIPTION
Dimensions	1920 x 1080 (16:9) or 1920 x 1200
Duration	15, 30, or 60 seconds
File type	.mp4 (H.264)
File size	Maximum 200 MB
Frame rate	23.98 or 29.97 fps
Video bitrate	Minimum 5.4 Mbps
Audio bitrate	Minimum 160 kbps

Mediavision2020 • Creative specifications are subject to applicable platform and placement requirements.

Video, CTV & Social Specifications

CTV VIDEO ADS

AD SPECIFICATION	DESCRIPTION
Dimensions	1920 x 1080 (16:9)
Duration	15, 30, or 60 seconds
File type	.mp4 (H.264)
File size	Maximum 200 MB
Frame rate	23.98 or 29.97 fps
Video bitrate	20 Mbps or higher
Audio bitrate	Minimum 192 kbps
VAST	VAST 2.0

SOCIAL MEDIA IMAGE ADS

AD SPECIFICATION	DESCRIPTION
File type	JPG or PNG
Recommended ratio	4:5
Recommended resolution	1440 x 1800 pixels
Maximum file size	30 MB
Minimum dimensions	600 pixels wide; 750 pixels high at a 4:5 ratio
Aspect ratio tolerance	3%

SOCIAL MEDIA VIDEO ADS

AD SPECIFICATION	DESCRIPTION
File type	MP4, MOV, or GIF
Recommended ratio	4:5
Recommended resolution	1440 x 1800 pixels
Video settings	H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128 kbps or higher
Captions & sound	Optional, but recommended
Video duration	1 second to 241 minutes
Maximum file size	4 GB
Minimum dimensions	120 x 120 pixels

Final submission check

Confirm file type, dimensions, duration, and size limit for every placement. Supply final creative before campaign launch, and contact your Mediavision2020 campaign representative with any submission questions.