



Don't just reach people.
Move people.

Programmatic asset overview

Assets for Programmatic Ad Formats

Tag Specifications

- VPAID 2.0, VAST 2.0, VAST 3.0, and VAST wrappers up to 3.0 are supported

Video Specifications

- Aspect Ratio: 16:9 for the In-Article & In-Feed formats, 9:16 for the Vertical Video format
- Creative: HTML/JavaScript (or **both** Flash & HTML/JavaScript), **not** Flash only
- Dimensions: 300px min width, no max (player size varies)
- Extension: MP4
- Frame Rate: 25fps
- Resolution: 854x480 pixels (i.e. 16:9 480p), but we can accept any resolution up to 1920x1080 (i.e. 16:9 1080p). For Vertical Video creatives, the resolution needs to have a 9:16 aspect ratio.

Best Practices and Recommendations

- Bitrate: 1050 kbps
- Duration: No max; recommend <1 minute on desktop and <15 seconds on mobile
- File Size: 10mb
- Letterboxing: Do not add black padding to the video as we dynamically pad the video with black borders to fit all site placements.
- Volume is user-initiated; if you require subtitles, please hardcode subtitles to the video file.
- Wrappers: If using a 3rd party vendor to 'wrap' the tag (e.g. viewability vendor), ensure that the wrapper accurately declares the creative types that are contained in the tag.