

Display Creative Specifications

Desktop Preferred Creative Sizes:

- 300 × 250: "Medium Rectangle"
- 300 × 600: "Half-page"
- 160 × 600: "Wide Skyscraper"
- 970 × 250: "Billboard"
- 728 × 90: "Leaderboard"

Mobile Preferred Creative Sizes:

- **320 × 50** Mobile Leaderboard"
- **300 × 50**: "Mobile Leaderboard"
- 300 × 250: "Medium Rectangle"
- **336×280** "Large Rectangle"
- **768 × 1024**: "Interstitial, portrait"
- 1024 × 768 "Interstitial, landscape"

Technical Requirements

File Formats Accepted:

- HTML OR JS Ad Tags
- HTML5 - 30/60 FPS
- JPEG
- GIF
- PNG

File Sizes and Length Accepted:

- Static Images: 150 KB Maximum
- HTML5 with back-up image: 300 KB initial, 5MB max
- Animated Ads: 30 seconds

There are certain categories of prohibited content which cannot be advertised or are subject to restrictions. This can include, but is not limited to, adult content, weapon-related content, alcohol-related content, tobacco-related content, gambling-related content, political-related content, financial-related content and certain health-care related content. If you have questions regarding the content of your ad, please reach out to your account manager and/or specialist.