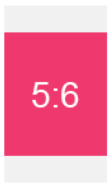




Creative Specifications



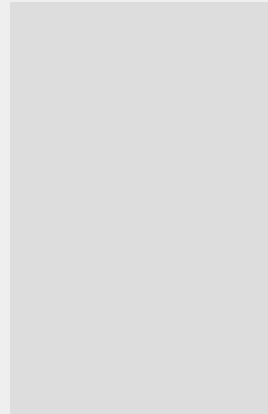
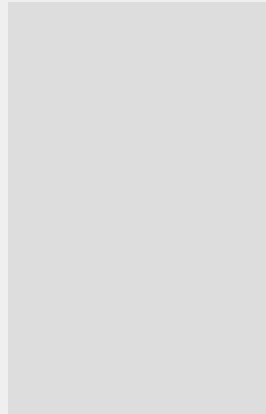
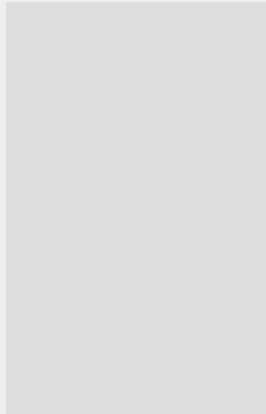
Ad Container

Width: 375px @2x
Height: 450px @2x



Video

Aspect Ratio: 16:9



Video Specification

Preferred minimum length	15s
File format	MP4
Aspect ratio	16:9
Resolution	1920 x 1080 (sample)
Max file size	50mb
Bit rate	24FPS or 30FPS

Segments recommendations

Small	2s
Medium	4s
Large	6s

Segments can be made up of the same video and cut into 3 custom made videos fit for purpose.

Alternatively you may use a different video for each segment.

Rich Media

Safe Area **375 (w) x 240 (h)**

PSD Guide **[download template](#)**

Rich media components can be a range of options but when designing the unit size is:
375px (w) x 450px (h).

There is also an option where the video can remain static within the unit, however this may effect video-completion metrics.

General

Supported media **Standard display and Video assets**

Product Status **BETA. Note; this format is still in development.**