



# CREATIVE SPECS

## Buddy Pack 1/2



### Buddy Pack (Native)

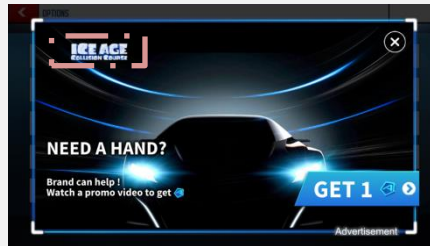
Buddy Pack is developed in-house – Gameloft Expertise

#### 1. Logo

Size : **140x50** min, **450x130** max

Format Required: JPG

File size limit: 20KB, max 50KB



#### ASSETS TO PROVIDE:

2 elements

- Logo
- Video

#### 2. Video

Resolution: **640x360** or **480x270**

Extension: mp4

Framerate: 25-30

Weight: **3MB** max

Length: 30 sec

Audio: 48kHz, stereo

Peak framerate (VFR): on

Aspect ratio: 16:9

Web optimized: on – for progressive download

Subtitles: Should not be displayed inside mattes (outside the letterbox area)

Play Mode: Auto-play

#### Codecs

Video Encoder: H.264

- up to 1.5 Mbps
- Low-Complexity version of the H.264
- Baseline Profile with AAC-LC audio up to 160 Kbps

Video Encoder: H.264

- up to 2.5 Mbps
- Baseline Profile up to Level 3.0 with AAC-LC audio up to 160 Kbps per channel

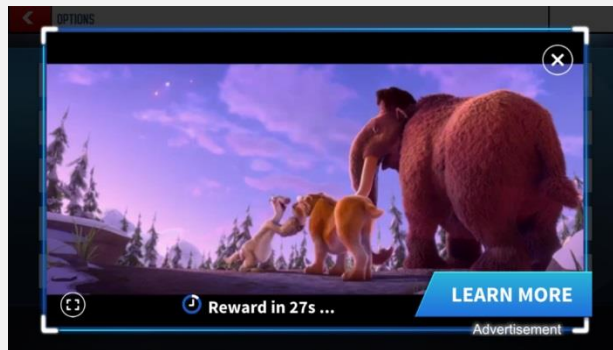
Video Encoder: MPEG-4 video

- up to 2.5 Mbps
- Simple Profile with AAC-LC audio up to 160 Kbps



### Design Requirements

- For landscape orientation - The following icons & features will be applied automatically by our ad server (please do not add any to your creative)
  - Reward Timer will be located in the bottom center section of video
  - Learn More CTA button will be located in the bottom right section of the video when collapsed
  - Player Expand / Player Collapse button will be located in the bottom left corner of video
  - “Advertisement” label will be located in the bottom right corner of the ad



### ASSETS TO PROVIDE: 2 elements

- Logo
- Video

- For portrait orientation - The following icons & features will be applied automatically by our ad server (please do not add any to your creative)
  - Reward Timer will be located in the bottom left section of video
  - Learn More CTA button will be located in the bottom center section of the ad when collapsed
  - Player Expand / Player Collapse button will be located in the bottom right corner of video
  - “Advertisement” label will be located in the bottom right corner of the ad

