



CREATIVE SPECS

V-BAN 1/3



ASSETS TO PROVIDE	<ol style="list-style-type: none"> 1. INTRO BANNER 2. CALL TO ACTION BANNER 3. VIDEO 4. VIDEO ENDSCREEN
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1. INTRO BANNER

RESOLUTIONS to provide (for all platforms)	640 x 100 and 1456 x 180		
FILE SIZE	35KB max Web optimized compression to have low size but high quality		
FORMAT	JPG		
DESIGN REQUIREMENT	<p>The following icons & features will be applied automatically by our ad server (please do not add any to your creative)</p> <ul style="list-style-type: none"> • Ad Expand button will be located in the top right corner • “Advertisement” label will be located in one of the three corners – top left, bottom left or bottom right <p>2 zones</p> <div style="text-align: center;"> </div> <table border="1" style="width: 100%; margin-top: 10px;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Zone 1 This area is: 210px in width for phones 480px in width for tablets <i>Please leave a safe zone of 10px on the sides.</i></p> </td> <td style="width: 50%; vertical-align: top;"> <p>Zone 2 This area is: 430px in width for phones 976px in width for tablets <i>Please leave a safe zone of 20px on the sides</i> The Ad Expand button will be located in the top right corner</p> </td> </tr> </table>	<p>Zone 1 This area is: 210px in width for phones 480px in width for tablets <i>Please leave a safe zone of 10px on the sides.</i></p>	<p>Zone 2 This area is: 430px in width for phones 976px in width for tablets <i>Please leave a safe zone of 20px on the sides</i> The Ad Expand button will be located in the top right corner</p>
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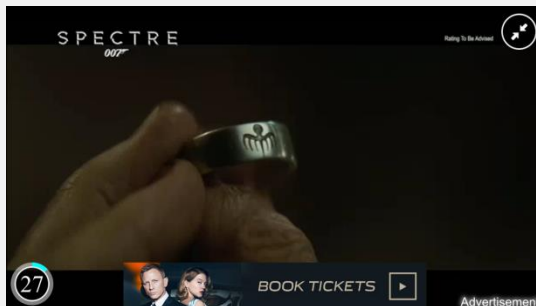
2. CALL TO ACTION BANNER

RESOLUTIONS to provide (for all platforms)	640 x 100 and 1456 x 180
FILE SIZE	35KB max Web optimized compression to have low size but high quality
FORMAT	JPG
DESIGN REQUIREMENT	<p>Clear call to action (for external redirection)</p> <div style="text-align: center;"> </div>




3. VIDEO

RESOLUTIONS to provide (for all platforms)	640 x 360 or 480 x 270
FILE SIZE	3MB, max 3MB
FORMAT	MP4
LENGTH (recommended)	Max 30 sec
FRAME RATE (including playing frame rate)	25-30
DETAILS	<ul style="list-style-type: none"> • Web optimized: on – for progressive download • Audio: 48kHz, stereo • Peak framerate (VFR): on • Aspect ratio: 16:9
CODECS	<p>Video Encoder: H.264</p> <ul style="list-style-type: none"> • up to 1.5 Mbps • Low-Complexity version of the H.264 • Baseline Profile with AAC-LC audio up to 160 Kbps <p>Video Encoder: H.264</p> <ul style="list-style-type: none"> • up to 2.5 Mbps • Baseline Profile up to Level 3.0 with AAC-LC audio up to 160 Kbps per channel <p>Video Encoder: MPEG-4 video</p> <ul style="list-style-type: none"> • up to 2.5 Mbps • Simple Profile with AAC-LC audio up to 160 Kbps
DESIGN REQUIREMENT	<p>The following icons & features will be applied automatically by our ad server (please do not add any to your creative)</p> <ul style="list-style-type: none"> • Ad Collapse button will be located in the top right corner • Countdown timer will be located in the bottom left corner • “Advertisement” label will be located in the bottom right corner <p>Please note that the Call-to-Action banner cannot be removed or repositioned. Text included in the bottom section of the video, if any, will be covered by the banner.</p>





4. VIDEO ENDSCREEN (with Call to Action button)

RESOLUTIONS to provide (for all platforms)	2048 × 1536 and 1920 x1080
FILE SIZE	120 KB max Web optimized compression to have low size but high quality
FORMAT	JPG
DESIGN REQUIREMENT	<p>The following icons & features will be applied automatically by our ad server (please do not add any to your creative)</p> <ul style="list-style-type: none"> • Replay button will be located in the top left corner • Ad Collapse button will be located in the top right corner • “Advertisement” label will be located in the bottom right corner <p>Please include a clear Call to Action button (for external redirection)</p> 
ADDITIONAL INFORMATION	
OTHER REQUIRED ELEMENTS	<p>Assets in other Languages if to be supported.</p> <p>Redirection link</p> <p>3rd party tracking (if any)</p>
PLATFORMS	