Creative Specs

DISPLAY (BANNER)

Dimensions | Desktop	728x90* 300x250* 160x600* 120x600
Dimensions | Mobile	320x50* 300x50* *most common smartphone banner* 320x480* 480x320 smartphone interstitial 300x250* *mobile interstitial, tablet in-app, mobile web* 728x90* *tablet only* 1024x768* 768x1024 *tablet interstitial*
Size (KB)	1 MB max/image: Up to 10 MB/Zip bulk upload
Types	JPG, GIF, PNG, HTML5
Animation Length	No more than 15 seconds and/or 3 loops
Border	Creative must be clearly separated from site content by a clear border or a non-white background color

*Recommended

Other Supported Ad Sizes *(availability may vary)*
120x20, 168x28, 180x150, 216x36, 234x60, 250x360, 300x50, 300x170, 300x340, 300x1050, 320x240, 320x320, 336x280, 386x300, 400x300, 468x60, 480x360, 480x800, 631x385, 640x480, 700x450, 750x200, 970x90, 970x250, 980x120, 980x150, 990x200, 1366x768, 1600x1200, 1280x960, 840x400, 1400x400, 1080x1920, 720x1280

AUDIO

Formats	MP3, OGG, M4A, MP4, AAC
Length	15-second, 30-second, 60-second
Size	Up to 100 MB

IMPORTANT

- Upload ONLY a single audio file in the highest quality version possible; Basis DSP automatically creates copies for each type of player; for more, see **Uploading Audio Files**
- Audio ads hosted on Basis DSP are automatically transcoded into all necessary formats.

▶ VIDEO

Dimensions	Minimum 144 px high *Up to 4096x2160* **Recommendations:** 16:9 = 1920x1080 9:16 = 1080x1920 4:3 = 1440x1080 Do **NOT** upload videos in ultra-high definition (UHD), 4K or higher resolution. For larger videos, see **Transcoding Videos Using Handbrake**
Aspect Ratios	16:9, 9:16, 4:3
Types	Almost any video file type supported 　• Formats NOT accepted include: 　• Apple Intermediate 　• HDV 720p60 　• Go2Meeting3 (G2M3) 　• Avid Meridien Uncompressed 　• Windows Media Audio Lossless: 　• CineForm 　• SWF (Flash) For more information, see **Brightcode Zencoder's Supported Formats and Codecs**
Length	Up to 60-second
Size	Up to 100 MB
Other	Progressive (not interlaced) format

IMPORTANT

- <u>Upload ONLY a single size for each video, in the highest quality version possible;</u> the DSP automatically creates copies for each size used by your ads—for details, see **Uploading Videos**
- Videos hosted on Basis DSP are automatically transcoded into all necessary formats. For larger videos hosted elsewhere, see **Transcoding Videos Using HandBrake**
- To meet requirements for Connected TV, see **Video Ads on Premium Connected TV Inventory**

▶····▶ VAST

We accept third-party VAST 2.0 or 3.0, as well as InLine linear ads. Non-linear and wrappers are NOT accepted. VAST from a third-party server must contain at least one MP4 media file. It is strongly advised that the VAST also include:

• MP4 high bitrate	• FLV low bitrate
• MP4 low bitrate	• WebM high bitrate *(optional, but preferred)*
• FLV high bitrate	• WebM low bitrate *(optional, but preferred)*

- "Low bitrate" is around 400-600 kbps; "high bitrate" is around 1000-1200 kbps
- Multiple bitrates are recommended for broadest acceptance, with at least one version having a bitrate less than 400 kbps for mobile compatibility
- If the high bitrate version is at a higher resolution, encode low bitrate versions at a lower resolution (such as, 640x360 for 16:9 video; 640x480 for 4:3 video)—this is because the quality of a high-resolution video at a low bitrate will be poor, and some devices, especially mobile, may have difficulty playing it
- For more, see Chapter 2 of the **IAB Digital Video Format Guidelines**

NATIVE

For optimal results, provide multiple, varied ads files that can meet the different specifications of multiple exchanges and publishers. At the very least, these specs cover the lowest common denominator on Basis DSP's current supply source list.

Headline	20-25 characters
Body	90 characters
Image	1200x627 (1.91:1 aspect ratio)
Size	Up to 200 KB
Types	JPG, GIF, PNG
Icon/Logo	240x240 (1:1 aspect ratio)
Brand Name	25 characters

HTML5

Upload an HTML5 directly to the DSP or use an **ad tag** if the ad is hosted on another server.

HTML5 files must meet the IAB standards for HTML5, which are defined in **HTML5 for Digital Advertising v2.0**

IMPORTANT

- HTML5 ads must be a ZIP file (*.zip), with all of the code required for the creative into a single file up to 200KB in size
- The primary HTML file must be in the root directory of the ZIP; if there are multiple HTML files, the primary file must be named "index.html"
- The clickable area of the creative must be a single area that covers the entire creative OR designated with a click tag query string parameter
- The creative code cannot interact directly with the parent window