



Display	Creative Unit Name	Dimensions	Desktop	Tablet	Mobile	Max File Size	Max Initial File Load Size	Technical Requirements	Supported File Types	Restrictions, Controls and Functions
IAB Standard Ad Units (ISAU)	Mobile Leaderboard	320x50			x	2.2 MB	150 KB	Animated ads 30 seconds or less in duration.  Ads must open in new tab or new window only.  High-density image assets twice the size of the creative are recommended (e.g. 600x500 for a 300x250 creative).	HTML/Text: HTML, HTM, CSS, JS  Images: JPG, JPEG, GIF, PNG, SVG, WEBP  Fonts: DFONT, EOT, OTF, TTE, TTF, WOFF, WOFF 2	Autoplay: Ads that autoplay audio are prohibited. (Ads that autoplay video are OK, as long as the audio is muted.)  Pop ups: Ads that spawn popups or surveys are prohibited.  Download size: The total file size of all creative files downloaded by a person's browser when an ad serves is limited to a maximum of 5 MB.  Cookies: A maximum of 25 cookies can be set per creative.  HTTP calls: A maximum of 100 HTTP calls are allowed per creative.  All landing pages must be crawlable.  Strobing, flashing backgrounds, or otherwise distracting ads are not allowed.  Animated GIF ads must have a framerate of 5 frames per second or slower.  Image content and associated website content must be family safe.  Trick to click ads are not allowed. Ads can't pretend to be a system or site warning.
	Half Page	300x600	x	x	x	2.2 MB	150 KB			
	Medium Rectangle	300x250	x	x	x	2.2 MB	150 KB			
	Leaderboard	728x90/970x90	x			2.2 MB	150 KB			
	Billboard	970x250	x			2.2 MB	150 KB			
Rich Media/HTML 5	All ISAU units	All ISAU sizes  <b>Other:</b> width: full-width; height: 320px	x	x	x	750 KB  Video: 2 MB	350 KB	<b>Supported components:</b> iFrame Swipeable Gallery Carousel Gallery 360° Gallery Gallery Navigation Image Button Spritesheet	GIF, JPG, PNG, Secured Vendor Tag (HTTPS)	Autoplay video without sound. User initiated video with sound.  Video must include: Play, Pause, Mute  Expandable ads are not supported.  All images used in HTML5 ads must be local images, not referenced images, and should be part of the assets that comprise the ZIP file.  Only Google web fonts are supported. Other web fonts are not supported.  For environment target actions, timer and multiple exits are not supported.  Local storage methods cannot be used in HTML5 ads.  Video up to 10 seconds in length.

Interstitial	Snapchat Vertical Video/Vertical Image	All creatives must take up the entirety of the 1080px x 1920px canvas. 9:16 aspect ratio.			x	Video: 32 MB  Image: 5 MB		<p><b>Video:</b>  Codec: H.264  Frame Rate: 23.98 or 29.97  Bitrate: At least 20 Mbps  Black bars: No black bars  Letterboxing: No letterboxing</p> <p><b>Audio:</b>  Channels: 2  Codec: PCM (preferred) or AAC  Bitrate: At least 192 Kbps  Bit: 16 or 24 bit only  Sample rate: 48 kHz  Audio target level: -16 LUFs</p>	Video: .mov or .mp4  Image: .jpg or .png	Video up to 10 seconds in length.  All videos are autoplay.
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Video	Ad Types	Dimensions	Aspect Ratio	File Format	Max File Size	Max Length	Audio	Technical Requirements	Viewability Vendors	Restrictions, Controls and Functions
Pre-Roll	Standard Interactive Skippable Pre-Roll Skippable Mid-Roll	Landscape/horizontal: 1280 × 720, 1920 × 1080, or 1440 × 1080 Portrait/vertical: 720 × 1280, 1080 × 1920, or 1080 × 1440 Square: 720 × 720, 1080 × 1080, 1920 × 1920	Landscape/horizontal: 16:9 or 4:3 Portrait/vertical: 9:16 or 3:4	.mov or .mp4	1 GB	30 seconds	Codec: PCM (preferred) or AAC Bitrate: At least 192 Kbps Bit: 16 or 24 bit only Sample rate: 48 kHz Audio settings: Required	Codec: H.264 Frame Rate: 23.98 or 29.97 Bitrate: At least 20 Mbps Black bars: No black bars Letterboxing: No letterboxing	IAS MOAT	<b>Non-skip :15s or shorter:</b> Can run on YouTube, O&O, and Syndication <b>Skippable ads of any length:</b> Can run on YouTube, O&O, and Syndication <b>Non-skip over :15s:</b> <i>Cannot</i> run on YouTube and <i>cannot</i> run on O&O unless approved.