Video Requirements

Video File Type: .mp4   **Dimensions:** 1920×1080 pixels (16:9)

Video Length: 0:06-0:30

Maximum File Size: 100MB

Cover Image: 1200×628 pixels, <20MB

Logo Requirements

File Type: .jpg, .png, static .gif

Dimensions: 300×300px minimum

White Background. Logomark Preferred.

Maximum File Size: 20MB

Copy Requirements

Brand Name: 30 Character Limit   **Landing Page URL:** Landing page where you wish to drive the user

3-5 headlines per landing page

≤110 characters

Copy should be able to stand on its own.

1 ad description per landing page (1-100 characters)

The ad description further explains what the user can expect from the landing page upon clicking the ad. Copy should be able to stand on its own.

Tagging and Tracking

Tags: VAST / VPAID / HOSTED

Optional Trackers: Viewability JavaScript Trackers: MOAT, Integral Ad Science, comScore or Double Verify

Submission Lead Time: Min 2 business days before campaign launch

Implementation Notes and Best Practices: We recommend multiple headlines in order to reach both desktop and mobile devices and optimize towards the best performing combinations. All videos and headlines will be sent for your approval prior to launch.