

High Impact								
Format	Device	File type	Width (px)	Hight (px)	Max size	Animation or video	Adnami Specs	Safe Zone
Skin	Desktop	HTLM, jpg, png, gif	2560	1440	200 KB	Yes	<u>Must comply with Adnami Specs</u>	<u>Must comply with Adnami Safe Zone</u>
Interscroll	Desktop	HTLM, mp4, jpg, png, gif	2560	1440	200 KB	Yes	<u>Must comply with Adnami Specs</u>	<u>Must comply with Adnami Safe Zone</u>
	Mobile	HTLM, mp4, jpg, png, gif	1080	1920	200 KB	Yes	<u>Must comply with Adnami Specs</u>	<u>Must comply with Adnami Safe Zone</u>
Topscroll	Desktop	HTLM, mp4, jpg, png, gif	2560	1440	200 KB	Yes	<u>Must comply with Adnami Specs</u>	<u>Must comply with Adnami Safe Zone</u>
	Mobile	HTLM, mp4, jpg, png, gif	1080	1920	200 KB	Yes	<u>Must comply with Adnami Specs</u>	<u>Must comply with Adnami Safe Zone</u>
Standard Display								
Format	Device	File type	Width (px)	Hight (px)	Max size	Animation or video	HTML	Comment
930x180	Desktop	Thrid Party Tag, HTLM, jpg, png, gif	930	180	100 KB	Yes	<u>Creatives build as HTML5 it must be within google's guidelines</u>	-
930x360	Desktop	Thrid Party Tag, HTLM, jpg, png, gif	930	360	100 KB	Yes	<u>Creatives build as HTML5 it must be within google's guidelines</u>	-
930x600	Desktop	Thrid Party Tag, HTLM, jpg, png, gif	930	600	100 KB	Yes	<u>Creatives build as HTML5 it must be within google's guidelines</u>	-
300x250	Desktop / mobile	Thrid Party Tag, HTLM, jpg, png, gif	300	250	100 KB	Yes	<u>Creatives build as HTML5 it must be within google's guidelines</u>	-
160x600	Desktop	Thrid Party Tag, HTLM, jpg, png, gif	160	600	100 KB	Yes	<u>Creatives build as HTML5 it must be within google's guidelines</u>	-
300x600	Desktop	Thrid Party Tag, HTLM, jpg, png, gif	300	600	100 KB	Yes	<u>Creatives build as HTML5 it must be within google's guidelines</u>	-
320x320	Mobile	Thrid Party Tag, HTLM, jpg, png, gif	320	320	100 KB	Yes	<u>Creatives build as HTML5 it must be within google's guidelines</u>	-
320x480	Mobile	Thrid Party Tag, HTLM, jpg, png, gif	320	480	100 KB	Yes	<u>Creatives build as HTML5 it must be within google's guidelines</u>	-
Video								
Format	Device	File type	Width (px)	Hight (px)	Max size	Animation or video	Comment	Comment
Outstream	Desktop / mobile	Thrid Party Tag, mp4	16:9		3.5 MB	Yes	We recommend that the video is no longer than 30 seconds	-
Instream	Desktop / mobile	mp4, VAST-Tag	16:9		3.5 MB	Yes	We recommend that the video is no longer than 30 seconds	-