

Standard Creative Specs



Traditional Desktop

1. FILE SIZE: Max file size is 200kb

2. AD SIZES: PaydayPERX offers 30+ different ad sizes. The most popular ad sizes requested (based on inventory) are: **300x250, 728x90, 160x600, 300x50 and 320x50.**

Other ad sizes available include: 88x31, 120x60, 120x90, 120x160, 120x240, 120x600, 125x125, 160x90, 160x600, 180x90, 180x150, 200x90, 200x200, 234x60, 240x400, 250x250, 300x50, 300x100, 300x250, 300x600, 300x850, 320x50, 320x480, 336x280, 450x50, 468x15, 468x60, 468x728, 480x320, 600x315, 640x100, 700x500, 728x15, 728x90, 768x1024, 970x90, 1024x768

Interstitial Display Ad Sizes: 320x480, 768x1024, 480x320, 1024x768

Companion Ad Sizes: 300x250, 300x100, 468x60, 728x90, 300x60

3. CLICKTAGS: Clicktags should be set up in the following format:
clickTag

- For further clarification, please visit <http://www.html5clicktag.org>
- Ads serving within an iFrame should open in a new window when clicked
- Example: ClickTag Actionscript Code: on (release)
`{getURL (clickTAG, "_blank");`
- **Tip: Please only implement one clicktag in each HTML5 file**, as our platform does not support multiple Clicktags within one HTML5 file

4. NATIVE

- Image: 1200x627, recommend for scaling
- Headline: 25 character max (including spaces)
- Body: 90 character max (including spaces)
- CTA: 15 character max (including spaces)
- Destination URL
- Logo: 128x128

5. ANIMATED ADS:

- Recommended maximum of 18 frames per second
- Simpli.fi recommends a maximum animation length of 30 seconds with no more than 2 loops
- These ads can be run “in-banner”, pre-roll, and standard

6. CREATIVE BACKGROUNDS AND BORDERS:

On all ads with partially black, white, or transparent backgrounds, you must add a visible border of contrasting color to the majority background color of the creative.

7. ADS MAY NOT:

- Contain fake hyperlinks
- Resemble Windows, Unix, or Mac dialog boxes
- Simulate fake interactivity
- Contain audio (exception: user initiated)
- Initiate downloads
- Be intrusive
- Contain misleading content

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Video & OTT/CTV Standards

- **Dimensions:** 960x720 px and 960x540 px
- **Audio bitrate:** 128 kbps or higher
- **Video bitrate:** 2.0 Mbps or higher
- **Preferred format:** mp4 (h.264)
- **Max video file size:** 10MB with a max final load size of 200MB

In-Banner Video Standards

- **Dimensions:** 300x250
- **Preferred format:** mp4 or HTML5 coded as 300x250
- **Audio bitrate:** 128 kbps or higher
- **Video bitrate:** 2.0Mbps or higher
- **Max initial payload file size:** 200kb
- **Max total video file size:** 5MB
- **Restrictions:** Bound by display creative limitations.
- Video cannot exceed 30 seconds of run time and must start with audio off

Other items to consider

1. PLAYBACK METHOD:

- Auto-play sound: on/off
(Click to play is preferred by publishers)

2. VIDEO TYPES:

- Interstitial: Webpage displays before or after expected content
- InBanner: Video built into a banner ad
- Instream: Pre-roll, mid-roll, post-roll

HTML5 Standards

- 250kb or smaller per individual ad and 2MB or smaller for entire rendered ad
- ZIP File Type — should contain the HTML for the ad as well as any of the other following file types
 - .CSS
 - .JS
 - .HTML
 - .GIF
 - .PNG
 - .JPG
 - .JPEG
- Expandable ads are not supported.
- Mobile Ad Networks (MoPub) must use target="_blank" on links due to their limited support for iFrames. See here for further details: <https://dev.twitter.com/mopub-demand/marketplace/iframe>
- .ZIP files can contain up to 50 files
- Subfolders are not supported
- Primary file must be named index.html
- 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
- HTML5 ads must include:
 - <!DOCTYPE html> declaration
 - <html> tag
 - <body> tag
 - Ad format size meta within the <head> tag. For example:
<meta name="ad.size"content="width=300,height=250">
- All code and assets must be referenced using a relative path to resources included in the .ZIP file. No external references are allowed.