



# DIGITAL AD SPECIFICATIONS 2018

UNITS	AD SIZES	INITIAL LOAD MAX FILE SIZE	SUBSEQUENT LOAD MAXIMUM	USER INITIATED LOAD	EXPANDABLE DIMENSIONS	EXPANSION DIRECTION	MAX ANIMATION LENGTH	SUPPORTED CREATIVE TYPE
<b>BASIC DISPLAY UNITS</b>								
Half Page	300x600	40KB	100KB	2.2MB	up to 1000x600	Left	3x max/15 sec	GIF, JPG, PNG, SWF, Vendor Tag
Medium Rectangle	300x250	40KB	100KB	2.2MB	600x250	Left	3x max/15 sec	GIF, JPG, PNG, SWF, Vendor Tag
Leaderboard	728x90 970x90	40KB/60KB	100KB/110KB	2.2MB	728x315 970x415	Down Cannot Auto Expand	3x max/15 sec	GIF, JPG, PNG, SWF, Vendor Tag
Billboard	970x250	60KB	1MB	1.5MB for creative files	970x250	Down	3x max/15 sec	Vendor Tag
Portrait	300x1050	80KB	350KB	10MB for non YouTube served video	580x460 depending on module	Left	3x max/15 sec	Vendor Tag
<b>MOBILE</b>								
Smartphone Interstitial	300x250	40KB	100KB	2MB	n/a	n/a	3x max/15 sec	GIF, JPG, PNG, Vendor Tag
<b>CUSTOM UNITS</b>								
Interstitial/Welcome Ad	300x250 640x480	80KB	160KB	n/a	n/a	n/a	No Looping 15 sec	GIF, JPG, PNG, SWF, vendor tag
Hero Ad	Full Width x 300px	200KB	350KB	2.2MB	Not Expandable	Not Expandable	No Looping 15 sec	Vendor Tag
Content Interstitial (desktop, tablet)	640x480	100KB	100KB	2.2MB	Not Expandable	Not Expandable	No Looping 15 sec	JPG, GIF, PNG, SWF, Vendor tag
Content Interstitial (mobile)	300x250	100KB	100KB	2.2MB	Not Expandable	Not Expandable	1 Loop 15 sec	Vendor Tag
Marquee	1920x250	300KB	n/a	n/a	n/a	n/a	None	JPEG
<b>VIDEO</b>								
Video Pre-Roll	480x270 (16:9)	2.2MB (30 sec) 1.5MB (15 sec)	n/a	n/a	n/a	n/a	15 or 30 sec	mp4, m4v, VAST tag