Coalition for Better Ads®

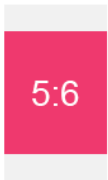This ad format has been designed to be compliant with the Better Ad Standards.

Creative Specifications

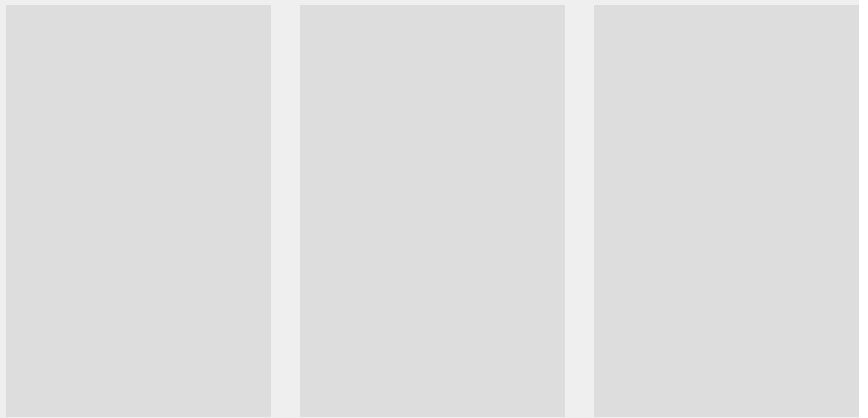

Ad Container

Width:	375px @2x
Height:	450px @2x

Video

Aspect Ratio:	16:9

Video Specification

Preferred minimum length	**15s**
File format	**MP4**
Aspect ratio	**16:9**
Resolution	**1920 x 1080 (sample)**
Max file size	**50mb**
Bit rate	**24FPS or 30FPS**

Segments recommendations

Small	**2s**
Medium	**4s**
Large	**6s**

Segments can be made up of the same video and cut into 3 custom made videos fit for purpose.

Al[...]ay use a different video for each segment.

? Help

Rich Media

Safe Area	**375 (w) x 240 (h)**
PSD Guide	**download template**

Rich media components can be a range of options but when designing the unit size is: 375px (w) x 450px (h).

There is also an option where the video can remain static within the unit, however this may effect video-completion metrics.

General

Supported media	**Standard display and Video assets**
Product Status	**BETA. Note; this format is still in development.**