



# Ad specifications.

Everything your team needs to ship. Asset requirements, creative guidance and preflight checks for every placement on the plan.

DIGITAL AUDIO • DISPLAY • NATIVE • PAID SOCIAL • CTV + OTT • ONLINE VIDEO

# Audio ads built for attention, not interruption.

Asset requirements and creative guidance for digital audio placements.

## SUPPORTED FILES

# MP3, OGG, MP4

Provide the cleanest available master.

## MAX FILE SIZE

# 100 MB

Keep delivery files under the limit.

## COMPANION BANNER

# 300 x 250

Optional JPG, PNG or GIF, 40 KB max.

## CREATIVE GUIDANCE

### 01 Test the right length

Thirty seconds is common, but 10- to 15-second cuts may hold attention more efficiently. Test both against the campaign goal.

### 02 Use a screen-independent CTA

Listeners may not be looking at a device. Avoid instructions such as tap or click. Use a memorable URL, offer or mobile-specific action.

### 03 Keep the delivery conversational

Streaming audio is personal. Speak with the listener, keep the message natural and avoid a hard-sell radio cadence.

SUBMISSION CHECK

Audio master · CTA · Optional companion banner

*Publisher and inventory requirements may vary. Final creative must pass placement-specific QA.*

# Static display should arrive ready to scale.

Seven standard sizes cover the core desktop and mobile inventory.

## REQUIRED DISPLAY SIZES

|                  |           |           |
|------------------|-----------|-----------|
| 336 x 280        | 300 x 250 | 300 x 600 |
| 160 x 600        | 728 x 90  | 970 x 250 |
| 320 x 100 mobile |           |           |

## TECHNICAL CHECKLIST

- 72 ppi resolution
- 150 KB maximum file size
- JPG or PNG
- Discernible border or background

## NOT ALLOWED

- Sexually suggestive images
- Implied functionality or fake controls
- Clickbait buttons or claims
- Third-party tracking pixel
- Text too small to read

## ARTWORK HANDOFF

Provide editable InDesign, Photoshop or Illustrator files with all linked artwork and fonts.

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# Animation should add clarity, not distraction.

Animated GIF requirements for standard display placements.

REQUIRED DISPLAY SIZES

|                  |           |           |
|------------------|-----------|-----------|
| 336 x 280        | 300 x 250 | 300 x 600 |
| 160 x 600        | 728 x 90  | 970 x 250 |
| 320 x 100 mobile |           |           |

ANIMATION CHECKLIST

- At least 0.2 seconds per frame
  - Under 30 seconds including loops
  - 72 ppi resolution
  - 150 KB maximum file size
  - GIF format
  - Discernible border or background

NOT ALLOWED

- Flashing or blinking graphics
  - Sexually suggestive images
  - Implied functionality
  - Clickbait buttons or claims
  - Third-party tracking pixel
  - Text too small to read

Native image sizes 1200 x 627, 1080 x 1080 and 180 x 180 do not support GIF delivery.

# Native creative should feel editorial.

Two image proportions, one logo and concise copy create the native ad unit.

## LANDSCAPE

1200 x 627

Primary content image.

## SQUARE

1080 x 1080

Feed and mobile placements.

## LOGO

180 x 180

Clear space, no taglines.

Maximum file size: 2 MB for each native asset.

## COPY LIMITS

COMPANY NAME

35 characters

ARTICLE-STYLE HEADLINE

50 characters

DESCRIPTION

150 characters

## NOT ALLOWED

- Headline text on image
- Overlaid ad copy
- CTA buttons
- Logos in content image
- Animation
- Sexually suggestive images

## EXAMPLE COPY STRUCTURE

JUDI MEDIA

### How connected media turns attention into measurable growth

A concise description should create interest without repeating the headline or adding a hard-sell CTA.

*Publisher and inventory requirements may vary. Final creative must pass placement-specific QA.*

# Social creative needs one message.

Copy and image guidance for common mobile and desktop feed placements.

|          |             |                                                                                                    |
|----------|-------------|----------------------------------------------------------------------------------------------------|
| TEXT     | CONTENT     | Appears above the image. Use concise short-form copy or longer context when the offer requires it. |
| HEADLINE |             | Recommended limit: 40 characters. Longer copy may be cut off in some placements.                   |
| LINK     | DESCRIPTION | Supports the headline in desktop feed and instant article placements.                              |

CALL-TO-ACTION OPTIONS

|               |            |            |               |
|---------------|------------|------------|---------------|
| Learn More    | Contact Us | Listen Now | Donate Now    |
| Request Time  | No Button  | Download   | See Menu      |
| Find Out More | Get Offer  | Shop Now   | Apply Now     |
| Get Quote     | Sign Up    | Book Now   | Get Showtimes |
| Subscribe     |            |            |               |

IMAGE SPECIFICATIONS

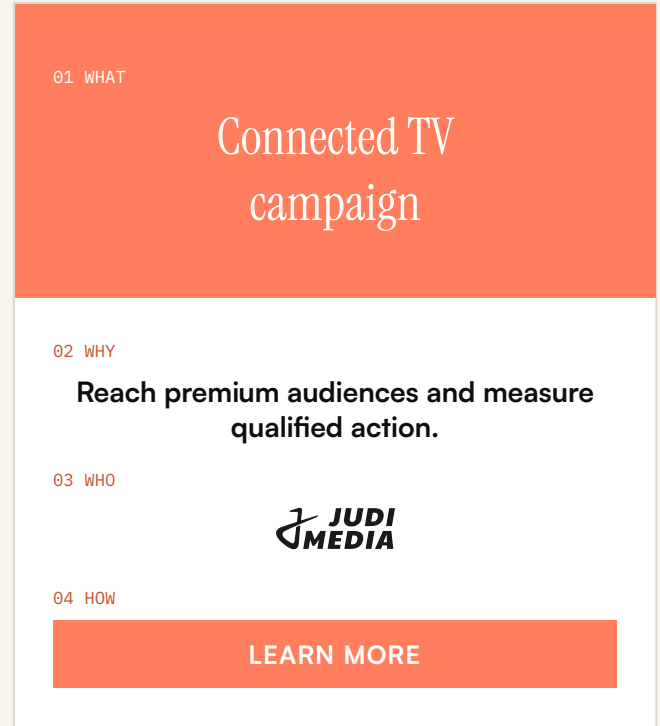
|     |      |     |                         |
|-----|------|-----|-------------------------|
| 4:5 | 16:9 | 1:1 | 1080 x 1080 recommended |
|-----|------|-----|-------------------------|

*Publisher and inventory requirements may vary. Final creative must pass placement-specific QA.*

# Effective image ads answer four questions.

A simple visual hierarchy keeps the message understandable in seconds.

- 01 **What**  
What you do or what is happening
- 02 **Why**  
Why someone should care or act
- 03 **Who**  
Brand name and logo
- 04 **How**  
One clear call to action

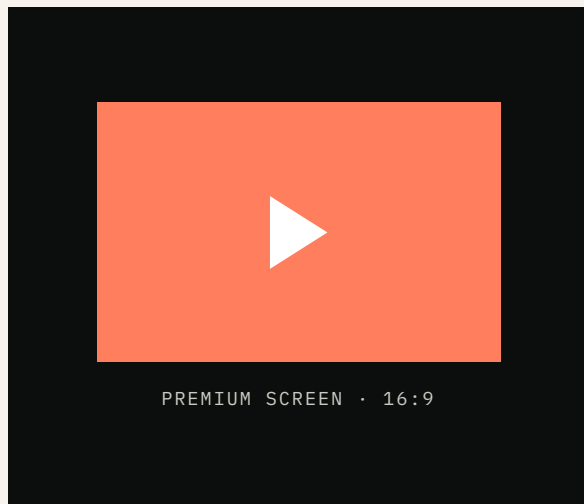


*Publisher and inventory requirements may vary. Final creative must pass placement-specific QA.*

# CTV creative should arrive publisher-ready.

Technical requirements for over-the-top and connected television placements.

|                                                                                |                                                                                    |                                                                                            |
|--------------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| <p><b>MASTER</b></p> <p><b>1920 x 1080</b></p> <p>Full HD delivery master.</p> | <p><b>FORMAT</b></p> <p><b>MOV or MP4</b></p> <p>ProRes or high-bitrate H.264.</p> | <p><b>DURATION</b></p> <p><b>15, 30, 45, 60s</b></p> <p>Match length to the inventory.</p> |
|--------------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|



## DELIVERY SPECIFICATIONS

|               |                                                                               |
|---------------|-------------------------------------------------------------------------------|
| FRAME RATE    | 30 or 29.97 fps for all inventory. 23.976, 24 or 25 fps for Prime and Twitch. |
| MIN BITRATE   | <b>15 Mbps</b> (1 Mbps = 1,000 Kbps)                                          |
| IDEAL BITRATE | 50 Mbps (1 Mbps = 1,000 Kbps)                                                 |
| AUDIO         | 192 Kbps minimum, 16- or 24-bit, 48 kHz sample rate only                      |
| MAX FILE SIZE | 300 MB standard; 500 MB for Prime and Twitch; 10 GB for Hulu                  |

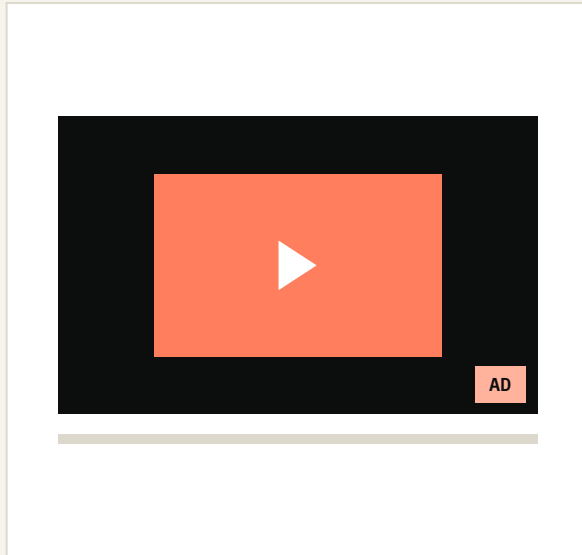
## PREFLIGHT CHECKLIST

- Confirm duration and frame rate against selected inventory.
- Verify audio sample rate, bitrate and file-size limits.
- Use one constant frame rate throughout the master.
- Remove slates, countdowns and unintended black frames.

*Publisher and inventory requirements may vary. Final creative must pass placement-specific QA.*

# Online video starts with the right master.

Pre-roll video and optional tag-along banner requirements.



## PRE-ROLL VIDEO

|               |                                                                       |
|---------------|-----------------------------------------------------------------------|
| CODEC         | MP4 or WEBM                                                           |
| DIMENSIONS    | <b>1920 x 1080 recommended; 1280 x 720 accepted; 960 x 540 mobile</b> |
| ASPECT RATIO  | 16:9 preferred                                                        |
| FRAME RATE    | 30 fps or 29.97 fps                                                   |
| BITRATE       | 1.5 Mbps (1,500 Kbps) minimum                                         |
| AUDIO         | 128 Kbps minimum                                                      |
| MAX FILE SIZE | 300 MB                                                                |
| DURATION      | 30 or 15 seconds. No slates, leaders or countdowns.                   |

## OPTIONAL TAG-ALONG BANNER

|              |                                              |
|--------------|----------------------------------------------|
| FILE FORMAT  | JPG, PNG, GIF, SWF or third-party hosted tag |
| DIMENSIONS   | 300 x 250 or 300 x 600                       |
| FRAME RATE   | 4 fps maximum for animated GIF               |
| ANIMATION    | Up to 15 seconds                             |
| INITIAL LOAD | 40 KB maximum                                |

Legacy format and third-party tag support varies by publisher. Confirm before final production.

*Publisher and inventory requirements may vary. Final creative must pass placement-specific QA.*