

# .dash

## 2017 Ad Specs

verywell

 the  
spruce

*Lifewire*

 the balance

trip **savvy**

ThoughtCo.

## 3<sup>rd</sup> Party-Served Media

### General Ad Requirements (applies to all ads):

- All ad units should have a 1px black border
- All units should have SSL Compliant Creative and Tracking
- All units should provide Safeframe Compatible Creative and Third Party Pixels
- All units should be OBA- and AdChoices-compliant
- All units should have a maximum CPU Usage of 30%

### HTML5 Standard & Rich Media Banners

**Formats:** GIF, JPG, PNG, HTML5

**Creative Sizes:** 320x50, 300x250, 300x600, 300x1050, 728x90, 970x250

**Platforms:** Desktop, Tablet, Mobile

**Max Expansion Size:** No expansions

**Max Initial Load Size:** 200KB

**Total File Size:** 500KB

**Max Animations:** 15 seconds

**Max Loops:** 3

**Audio/Video Requirements:** User-initiated

**Video Dimensions:** 16:9 aspect ratio; 720p or higher

**Video Format:** MOV, MP4-h.254

**Video Frame Rate:** 24

**Video File Size:** 2MB

**Video Length:** 15 seconds

**Tracking:** Javascript (preferred) or DFA internal redirect

### **Video Pre-Roll**

**Initial Dimensions:** 640x360

**Video Dimensions:** 16:9 aspect ratio; 720p or higher

**Video Format:** MOV, MP4-h.254, VAST 2.0, VAST 3.0, VPAID 2.0-certified

**Video Frame Rate:** 24

**Video File Size:** 500MB

**Video Length:** 30 seconds max (15 seconds recommended)

**Tracking:** VAST 2.0, VAST 3.0, VPAID

## Site-Served Media

### Flex Impact Unit

**Formats:** GIF, JPG, PNG, HTML5

**Creative Size:** Multiple sizes, responsive to site

**Platforms:** Cross-platform (desktop, tablet & mobile)

**Max Initial Load Size:** 200KB

**Total File Size:** 500KB

**Max Animations:** 15 seconds

**Max Loops:** 3

**Expansion Requirements:** User-initiated click-to-expand with clear close button

**Audio/Video Requirements:** Auto-play on silent, sound is user-initiated

**Video Dimensions:** 16:9 aspect ratio; 720p or higher

**Video Format:** MOV, MP4-h.254

**Video Frame Rate:** 24

**Video File Size:** 2MB

**Video Length:** 15 seconds

**Tracking:** 1x1 impression pixel and click tracker (for external clickthroughs only)