

The below specifications are generally not rigid requirements imposed by DDI, rather, they are an aggregation of recommendations from our supply sources and the IAB. Adhering to them will minimize creative rejections by supply sources, and ensure a smooth user experience for your audience.

DISPLAY GUIDELINES

File Types	<ul style="list-style-type: none"> • Image (JPG, PNG, GIF) • HTML5 • SWF with backup image (backup image will be used) • MRAID
File Size	200KB max 15 sec max animation rate and/or 3 loops 24fps max frame rate
Display Dimensions	Recommended Ad Sizes - 320x50, 300x250, 728x90, 160x600, 300x600, 300x50, 970x250, 320x480/480x320 Additional IAB ad sizes are supported, however the above sizes make up the majority of inventory

VIDEO GUIDELINES

Aspect Ratios	16:9 or 4:3
Ad Sizes	Minimum height of 144px, up to 2048x1080 max Avoid videos that are ultra-high definition (UHD), 4K, or higher in resolution
Video Length	15, 30, or 60 sec. 15 sec and 30 sec spots are preferred 60 sec spots available with limited inventory
File Size	100 MB max

AUDIO GUIDELINES

File Types	<ul style="list-style-type: none"> • MP3 • Ogg Vorbis (.ogg) • AAC in an MPEG-4 container (.m4a, .mp4, /aac)
File Size	100 MB max
Length	15, 30, or 60 sec. 15 sec and 30 sec spots are preferred 60 sec spots available with limited inventory