AdGrid

Custom Creative Specs
November, 2023

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Display Popup

General Specification

Display Popup represents high impact image overlay / interstitial creative with semi-transparent background and a close button in the top right corner

Asset Specification

Image dimension (all devices): 16:9 aspect ratio; 640x360px (Recommended size)
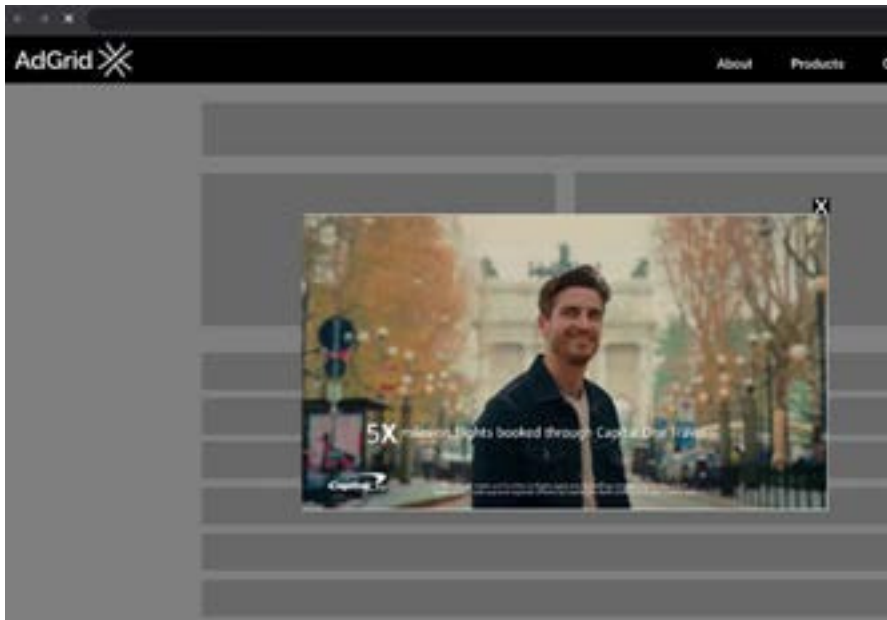
File Specification

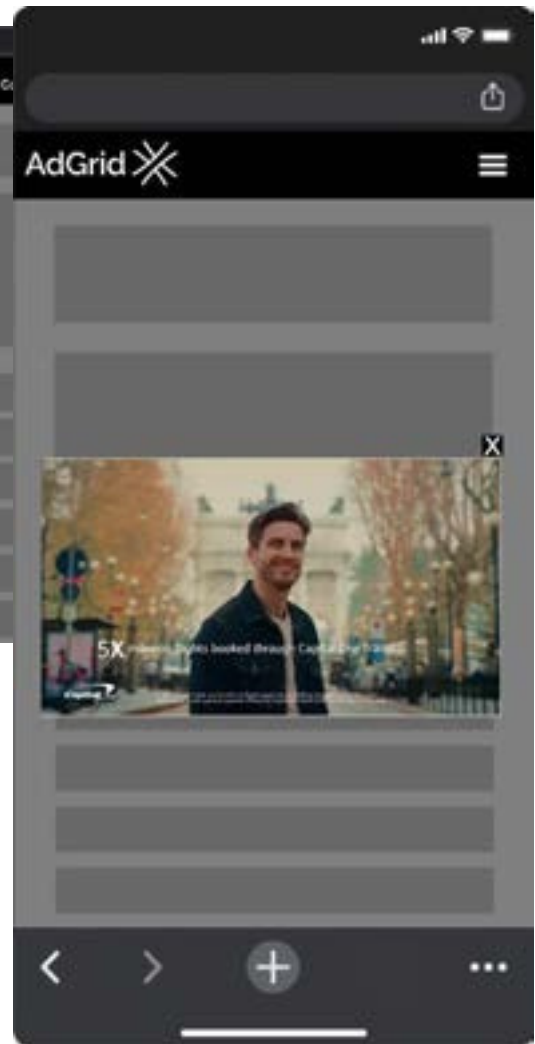Media Types: Image URL, GIF, JPG, BMP, PNG

File size: 200kb max

Examples

Desktop version

Mobile version

Video Popup

General Specification

Video Popup represents high impact video overlay / interstitial creative with semi-transparent background and a close button in the top right corner

Asset Specification

Video dimension (all devices): 16:9 aspect ratio

File Specification

Media Types: Video URL, YouTube ID, MP4

File Size: Hosted file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers.
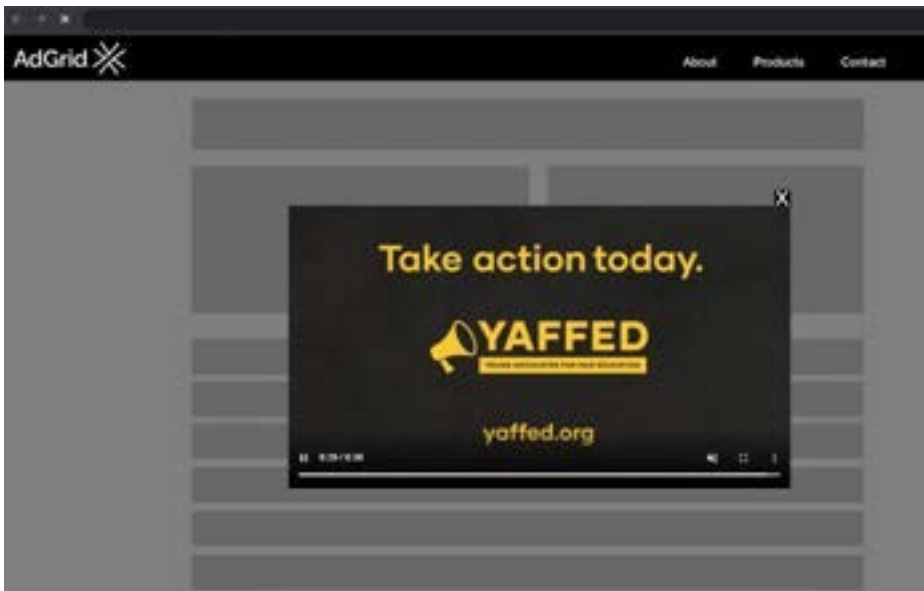
Video Length: Recommended 15 seconds (30 seconds max)

Benchmarks

CTR: 8.5%

Examples:

Desktop version

Mobile version:

Display Parallax

General Specification

Display Parallax dynamically injects an adaptive image parallax inline display horizontally on desktop and vertically on mobile anywhere into content layout, in-feed, or in-article for maximum viewer engagement in the focal point of content experience.

Asset Specification

Desktop / Tablet
• Image aspect ratio: 16:9
   • Image dimension: 640x360px (Recommended size)

Mobile
• Image aspect ratio: 1:2
   • Image dimension: 300x600px (Recommended size)

File Specification

Media Types: Image URL, GIF, JPG, BMP, PNG

File size: 200kb max

Benchmarks
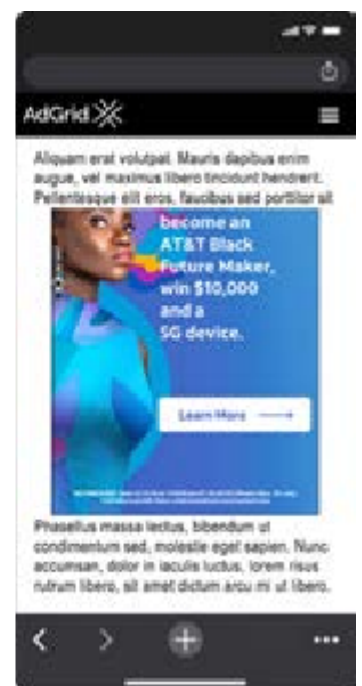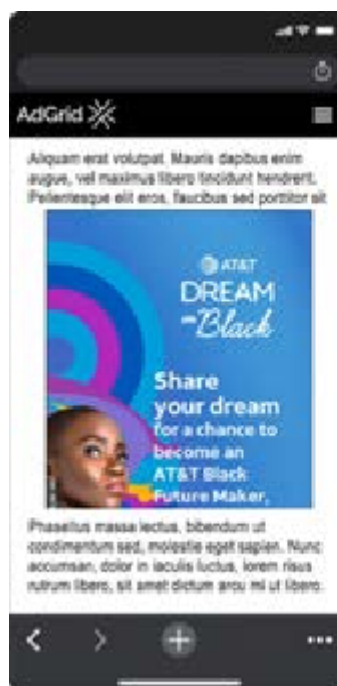
CTR: 0.8%

Examples

Desktop version   Mobile Version

Video Parallax

General Specification

Video Parallax dynamically injects an adaptive video parallax inline display horizontally on desktop and vertically on mobile anywhere into content layout, in-feed, or in-article for maximum viewer engagement in the focal point of content experience.

Asset Specification

Desktop / Tablet
• Video aspect ratio: 16:9

Mobile
• Video aspect ratio: 16:9
  • Image dimension: 300x600px (Recommended size)

File Specification

Video Media Types: Video URL, YouTube ID, MP4

Media Types: Image URL, GIF, JPG, BMP, PNG

File Size: Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size (for mobile only) is up to 200kb.

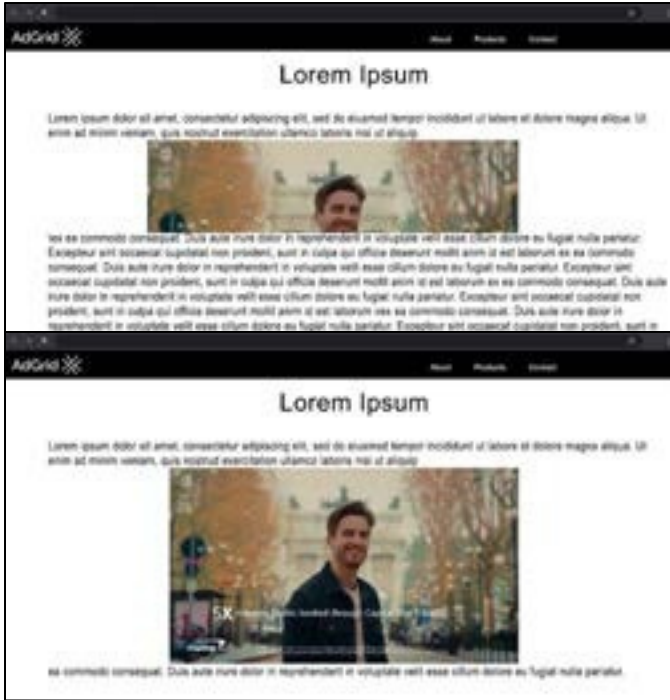Video Length: Recommended 15 seconds (30 seconds max)
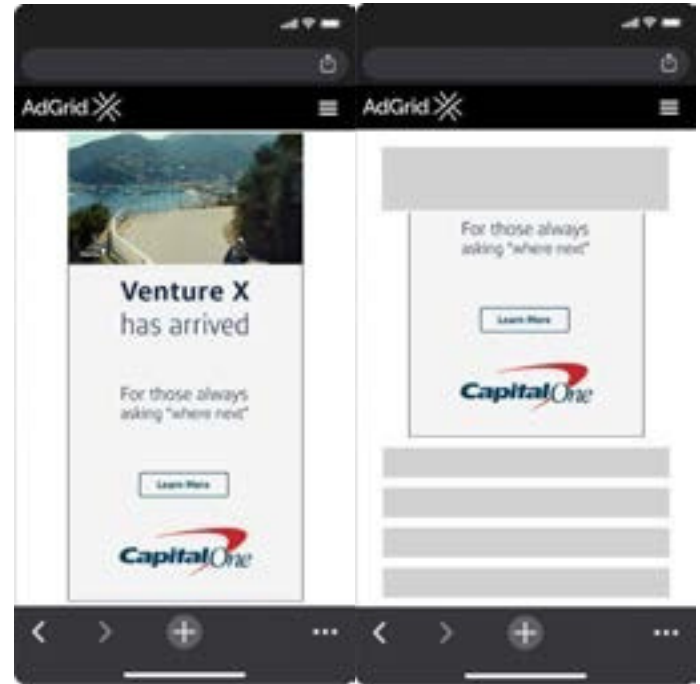
Benchmarks

CTR: 0.8%

Video Parallax

Examples

Desktop version

Mobile version

Display Adhesion

General Specification
Display Adhesion is a high impact image unit which sticks to the bottom of the page and remains sticky while users are scrolling down, ensuring high user engagement and high viewability. Users can dismiss the unit at any point by clicking the close button in the top left corner.

Asset Specification
Desktop / Tablet
• Image aspect ratio (expanded state): 3.88:1
    • Image dimension (expanded state): 970x250px (Recommended size)
• Image aspect ratio (collapsed state): 8:1
• Image dimension (collapsed state): 728x90px (Recommended size)

Mobile
• Image aspect ratio: 6:1
• Image dimension: 300x50px (Recommended size)

File Specification
Media Types: Image URL, GIF, JPG, BMP, PNG

File size: Desktop / Tablet: 200kb max

Mobile: 100kb max

Examples on next page

Display Adhesion

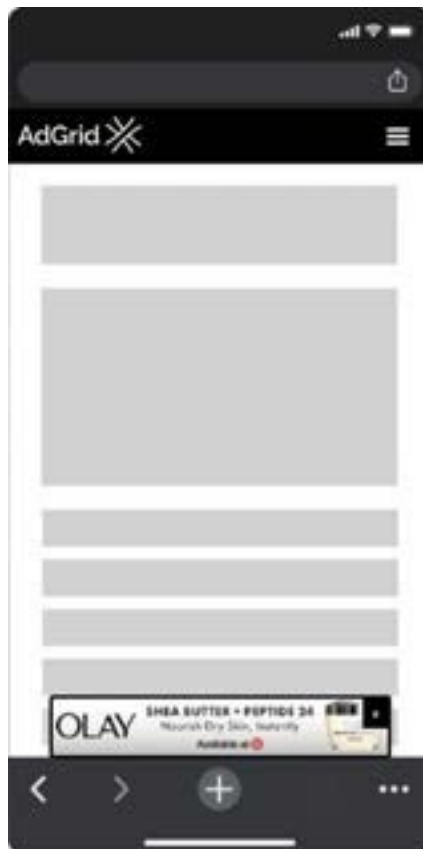**Examples**

Desktop version (expanded)

Desktop version (collapsed)

Mobile version (expanded)

Mobile Version (collapsed)

Video Adhesion

General Specification

Display Adhesion is a high impact rich media unit which sticks to the bottom of a page and remains sticky while users are scrolling down, across desktop and mobile providing high viewability and completion. Users can dismiss the unit at any point by clicking the close button in the top left corner.

Asset Specification

Desktop

• Image aspect ratio: 3.88:1
  • Image dimension: 970x250px (Recommended size)
• Video aspect ratio: 16:9

Tablet

• Image aspect ratio: 8.09:1
• Image dimension: 728x90px (Recommended size)
• Video aspect ratio: 16:9

Mobile

• Image aspect ratio: 6.4:1
• Image dimension: 320x50px (Recommended size)
• Video aspect ratio: 16:9

File Specification

Media Types (Image): Image URL, GIF, JPG, BMP, PNG

Media Types (Video): Video URL, YouTube ID, MP4

File size: Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size (for mobile only) is up to 200kb.

Video Length: Recommended 15 seconds (30 seconds max)

Examples on next page

Video Adhesion

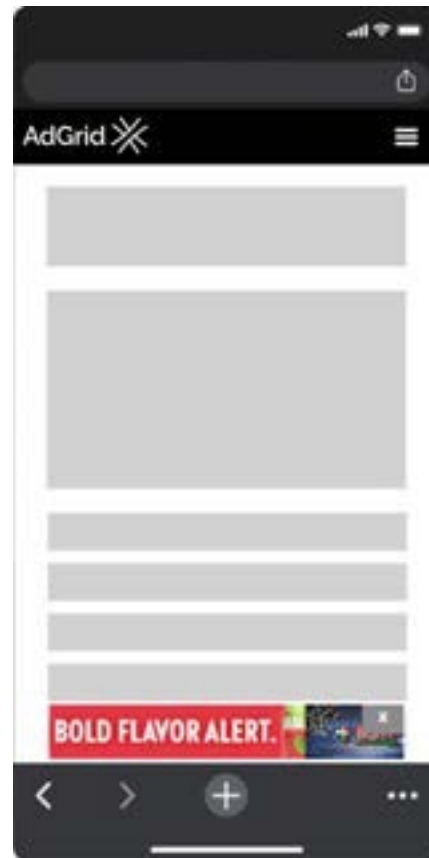***Examples***

Desktop Version (expanded)

Desktop Version (collapsed)

Mobile version (expanded)

Mobile version (collapsed)

Video Skybox

General Specification

Video Skybox is a high impact rich media unit which sticks to the top of the page and remains sticky while users are scrolling down, across desktop and mobile providing high viewability and completion prior to auto-snapping into place and enabling further viewer engagement. Users can collapse the unit at any point by clicking the collapse button in the top right corner.

Asset Specification

Desktop / Tablet

• Image aspect ratio (expanded state): 3.88:1
  • Image dimension (expanded state): 970x250px (Recommended size)
• Image aspect ratio (collapsed state): 2.1:1
  • Image dimension (collapsed state): 525x250px (Recommended size)
• Video aspect ratio: 16:9

Mobile

• Image aspect ratio: 1.76:1
• Image dimension: 300x170px (Recommended size)
• Video aspect ratio: 16:9

File Specification

Media Types (Image): Image URL, GIF, JPG, BMP, PNG

Media Types (Video): Video URL, YouTube ID, MP4

File size: Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supporteda without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size (for mobile only) is up to 200kb.

Video Length: Recommended 15 seconds (30 seconds max)
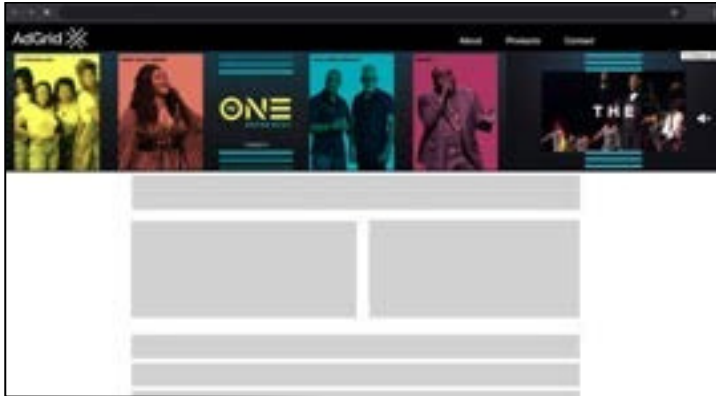
Benchmarks
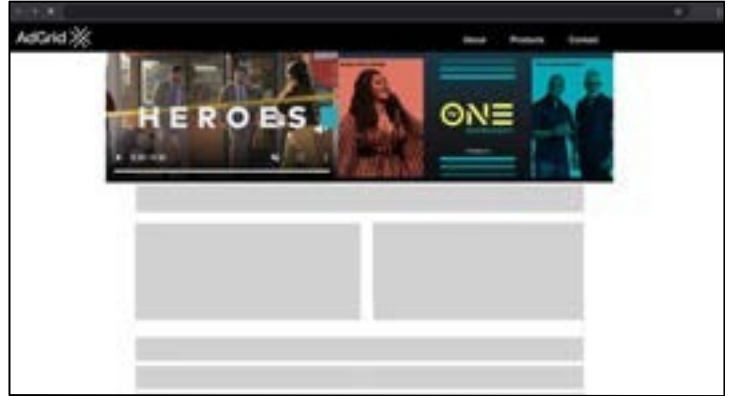
CTR: 0.4%

Examples on next page

Video Skybox
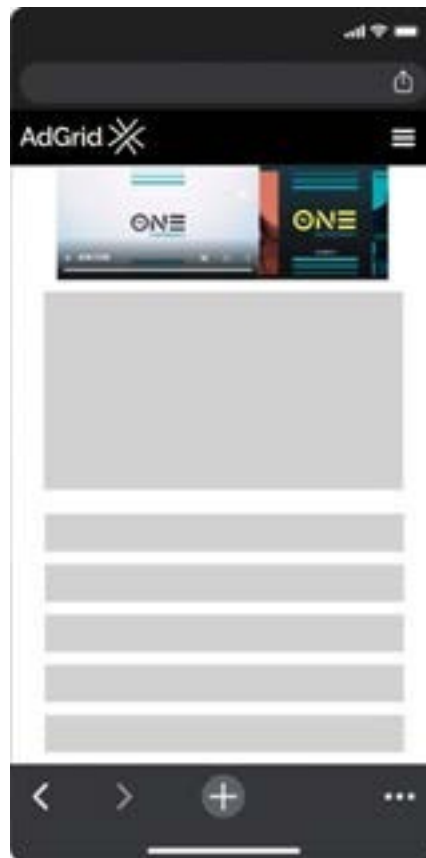
Examples:

Desktop Version (expanded)

Desktop Version (collapsed)

Mobile Version (expanded)

Mobile Version (collapsed)

Desktop Interactive Billboard

General Specification

Desktop Interactive Billboard is a high impact rich media unit which begins as a standard 970x250 banner but can be expanded to a full screen video upon user interaction – clicking on a "Play Video" button. Users can close the full screen video at any point by clicking the close button in the top right corner and the unit would again become 970x250 standard banner.

Asset Specification

Desktop

- Image aspect ratio: 3.88:1
  - Image dimension: 970x250px
- Video aspect ratio: 16:9

File Specification

Media Types (Image): Image URL, GIF, JPG, BMP, PNG

Media Types (Video): Video URL, YouTube ID, MP4

File size: Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size is up to 200kb.

Video Length: Recommended 15 seconds (30 seconds max)
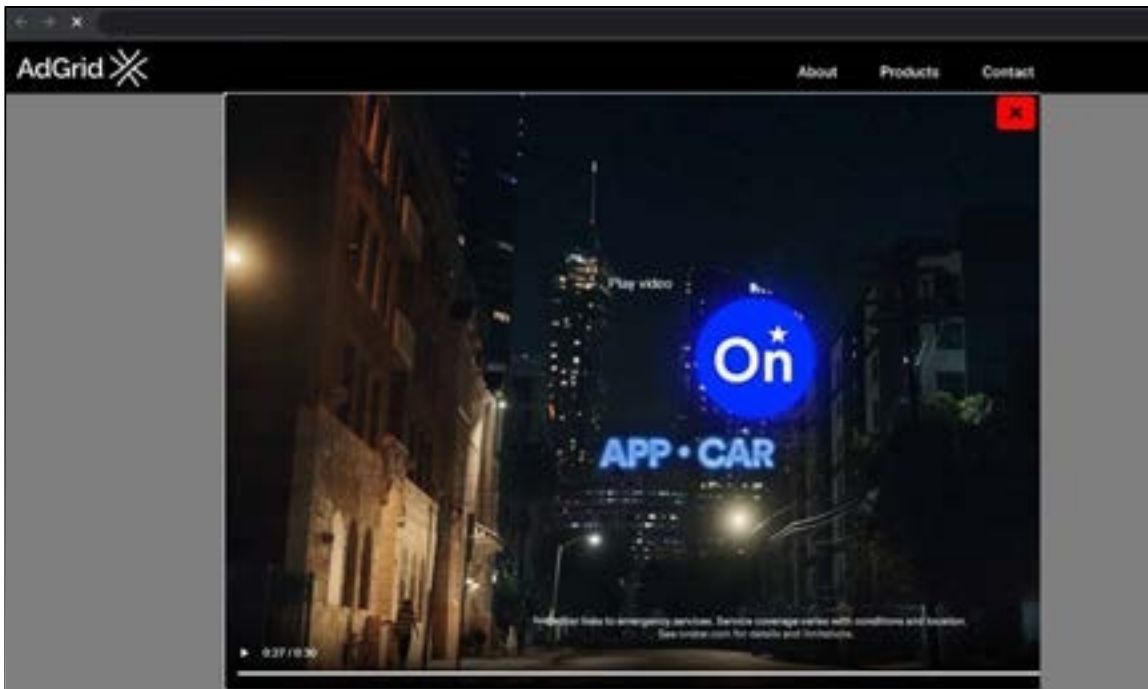
Benchmarks

CTR: 0.2%

Examples on next page

Desktop Interactive Billboard

Examples:

Desktop (970x250 banner)

Desktop (full screen video)

Mobile Sticky Video

General Specification

Mobile Sticky Video is a high impact rich media unit which begins in expanded state as a video (320x180px) in adhesion slot. It sticks to the bottom of the screen on mobile and it remains in expanded state until the video is finished, or user collapse it by clicking on the close button in the top right corner. Once collapsed, it becomes standard 320x50 adhesion banner.

Asset Specification

Mobile

Image aspect ratio: 6.4:1

Image dimension: 320x50px

Video aspect ratio: 16:9

File Specification

Media Types (Image): Image URL, GIF, JPG, BMP, PNG

Media Types (Video): Video URL, YouTube ID, MP4

File size: Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size is up to 200kb.
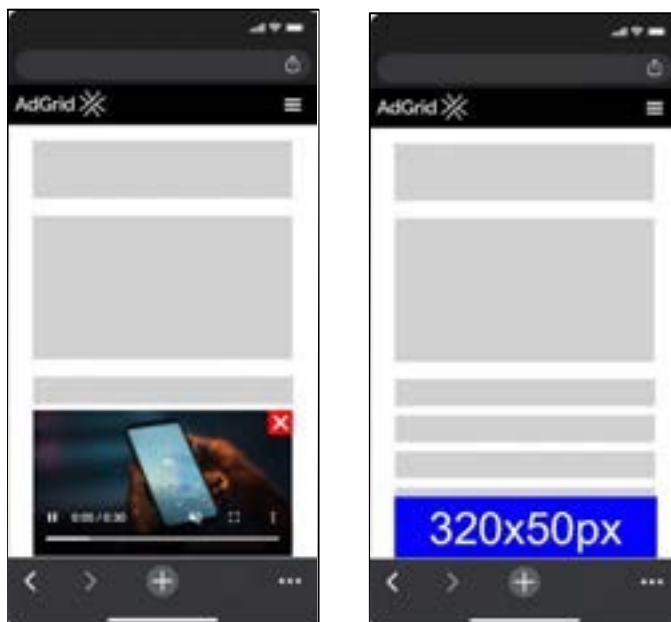
Video Length: Recommended 15 seconds (30 seconds max)

Benchmarks

CTR: 0.2%

Viewability 90%

Examples:

Cross Screen Takeover

General Specification

The CST with Wallpaper provides a fully immersive branding experience on both desktop and first-of-its-kind mobile wrappers with the ability to engage viewers inline content with imagery, multimedia, and video messaging, capable of driving call-to-action at any time through the wrapper and/or inline scroller.

Asset Specification

Desktop (Top Banner)
Image aspect ratio: 4:1

Image dimensions: 1920x480px (recommended)

Desktop (Left / Right rail)
Image aspect ratio: 17:60

Image dimensions: 170x600px (recommended)

Mobile (Top Banner)
Image aspect ratio: 15:2

Image dimensions: 750x100px (recommended)

Mobile (Bottom Banner)
Image aspect ratio: 25:4

Image dimensions: 750x120px (recommended)

Mobile (Scroller image)
Image aspect ratio: 4:7

Image dimensions: 640x1120px (recommended)

Video (optional)
Aspect ratio: 16:9

File Specification

Media Types (Image): Image URL, GIF, JPG, BMP, PNG

Media Types (Video): Video URL, YouTube ID, MP4

File size: Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size is up to 200kb.

Video Length: Recommended 15 seconds (30 seconds max)
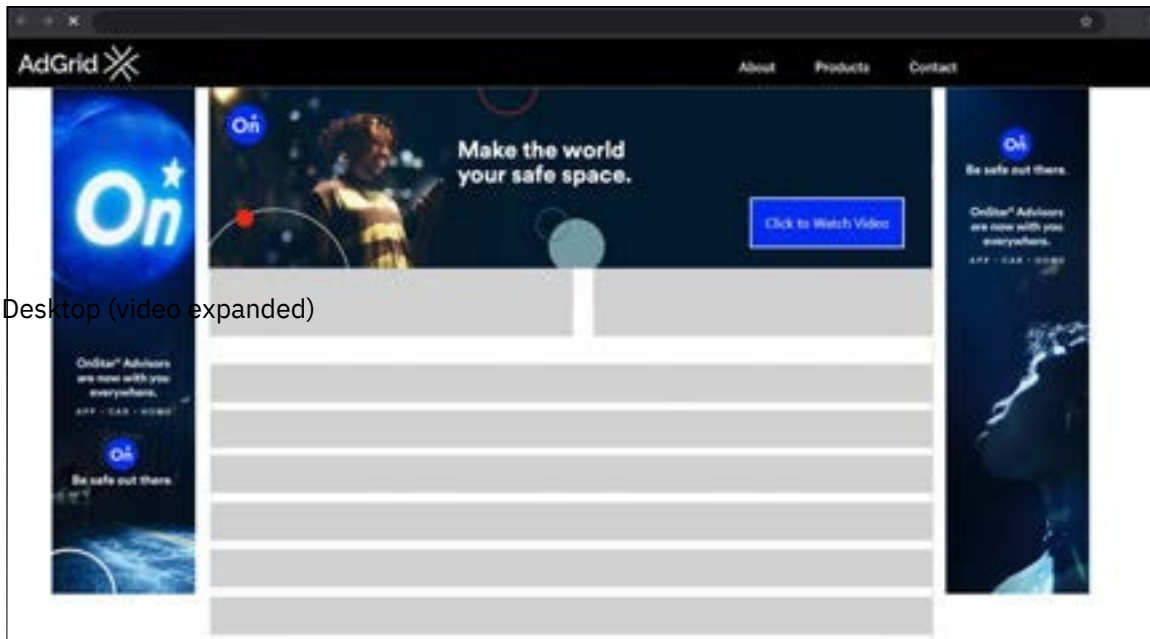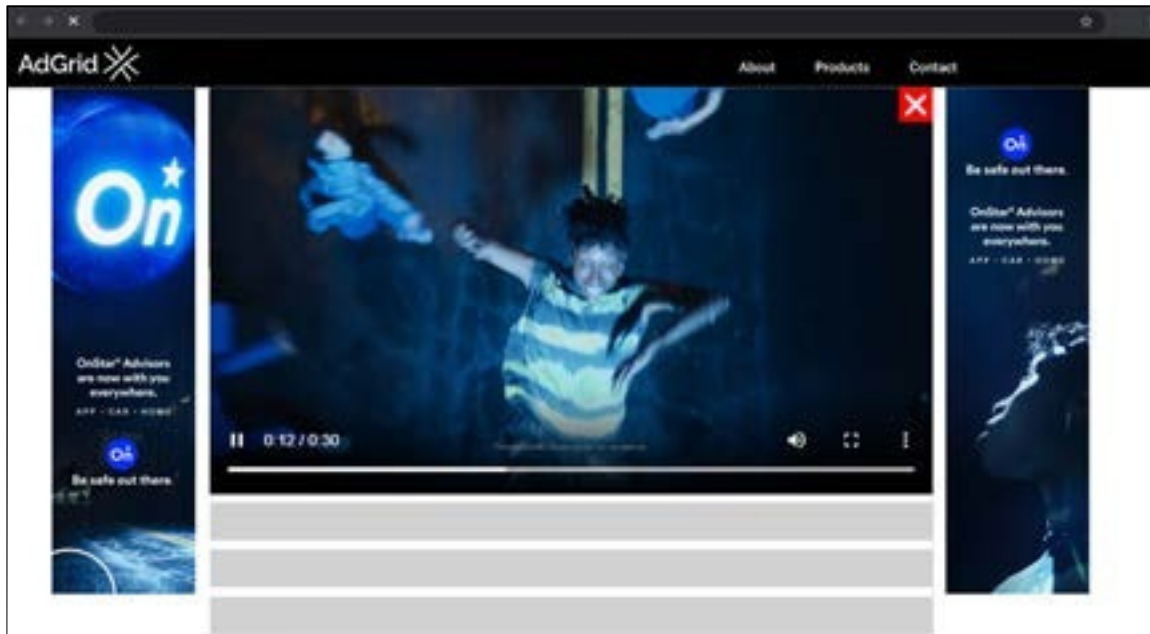
Benchmarks

CTR: 0.8%
Viewability: 75%

Examples on next page

Cross Screen Takeover
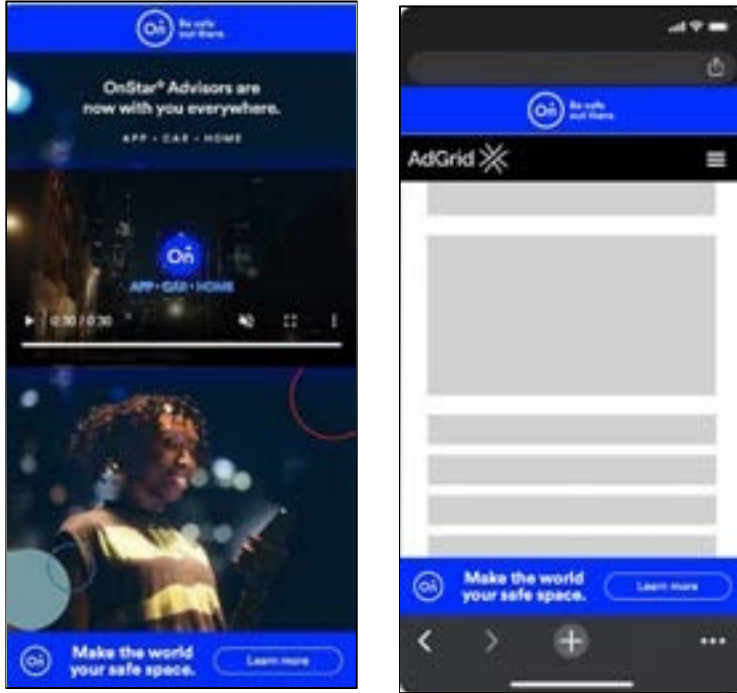
Desktop (video collapsed)

Desktop (video expanded)

Mobile examples on next page

Cross Screen Takeover

Mobile:

Mobile Expandable

General Specification

Mobile expandable is a high impact rich media unit, served as adhesion. It has three states:

Collapsed: 320x50

Semi-expanded: 320x100

Fully expanded: 720x1280px (with a close button)

It starts as 320x50px banner, then expands briefly to 320x100 then it goes back to 320x50px and leaves users with an option to expand the banner to its full size (720x1280px) by clicking expansion button in the top right corner of the unit.

Asset Specification

Mobile (Collapsed)

Image aspect ratio: 6.4:1

Image dimension: 320x50px (recommended)

Mobile (Semi-expanded)

Image aspect ratio: 16:5

Image dimension: 320x100px (recommended)

Mobile (Fully Expanded)

Image aspect ratio: 9:16
Image dimension: 720x1280px (recommended)

File Specification

Media Types (Image): Image URL, GIF, JPG, BMP, PNG

Benchmarks

CTR: 0.2%
Viewability 90%

Examples on next page

Mobile Expandable

3D Cube

General Specification

3D Cube is a rich media ad unit which allows up to 4 different creatives – images, videos, or any type of mix of those two – allowing a different creative for each side of the cube. Rotation of the cube is adjustable, and it can be auto or manually defined (seconds). The unit can be served in already existing 300x250 ad slots, or it can be injected anywhere in the content.

Asset Specification

Image (300x250px) or a video file (6:5 or 16:9 ratio) for each side of the cube.

File Specification

Media Types (Image): Image URL, GIF, JPG, BMP, PNG

Media Types (Video): Video URL, YouTube ID, MP4

File size: Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size is up to 200kb.

Video Length: Recommended 15 seconds (30 seconds max)
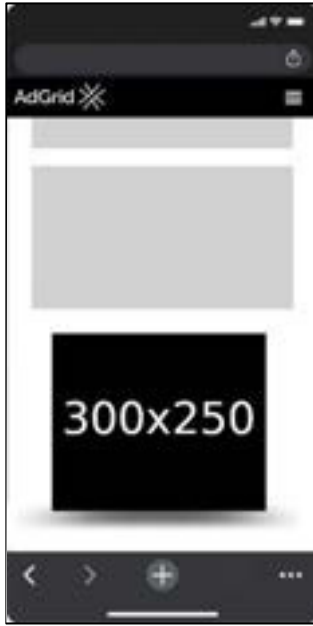
Benchmarks

CTR: 0.15%

Examples:
Desktop:

Mobile examples on next page

3D Cube

Mobile:

Desktop Shoppable Billboard

General Specification

Desktop Interactive Billboard is a high impact rich media unit with call-to-action buttons appearing while video is playing driving the users to engage with the unit by clicking on those "Shop Now" buttons. The unit can be served into already existing 970x250 ad slot(s) or injected anywhere in content.

Asset Specification

Desktop

Main banner:

Image aspect ratio: 2.1:1

Image dimension: 525x250px

Shop now banners:

Image aspect ratio: 1:1

Image dimension: 120x120px (recommended)

Video

Video aspect ratio: 16:9

File Specification

Media Types (Image): Image URL, GIF, JPG, BMP, PNG

Media Types (Video): Video URL, YouTube ID, MP4

File size: Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size is up to 200kb.

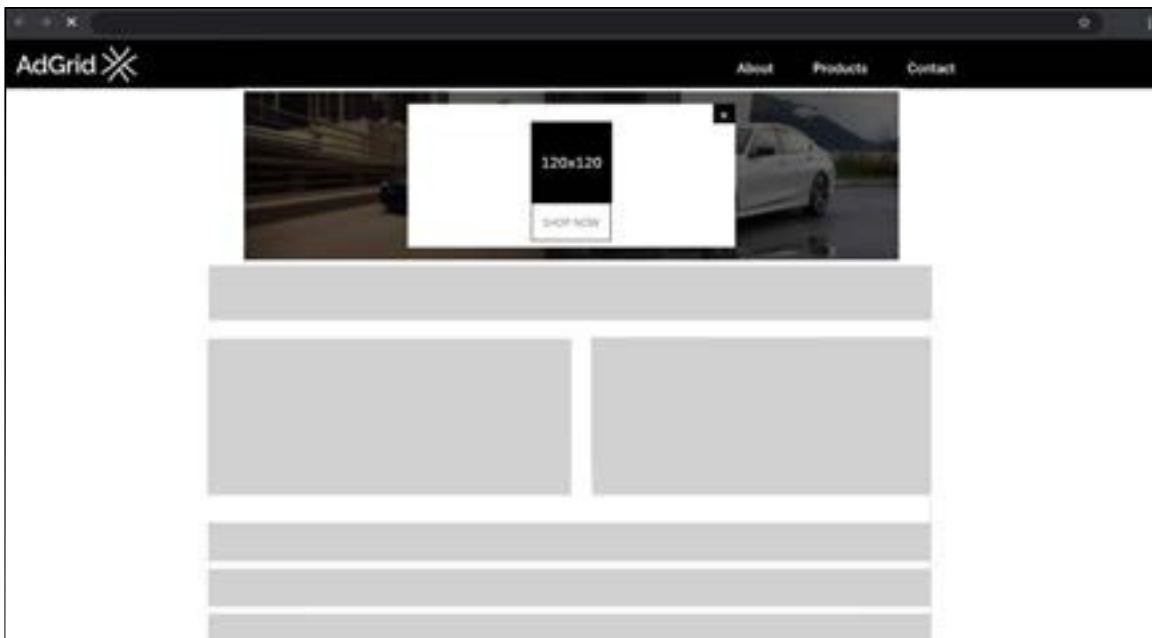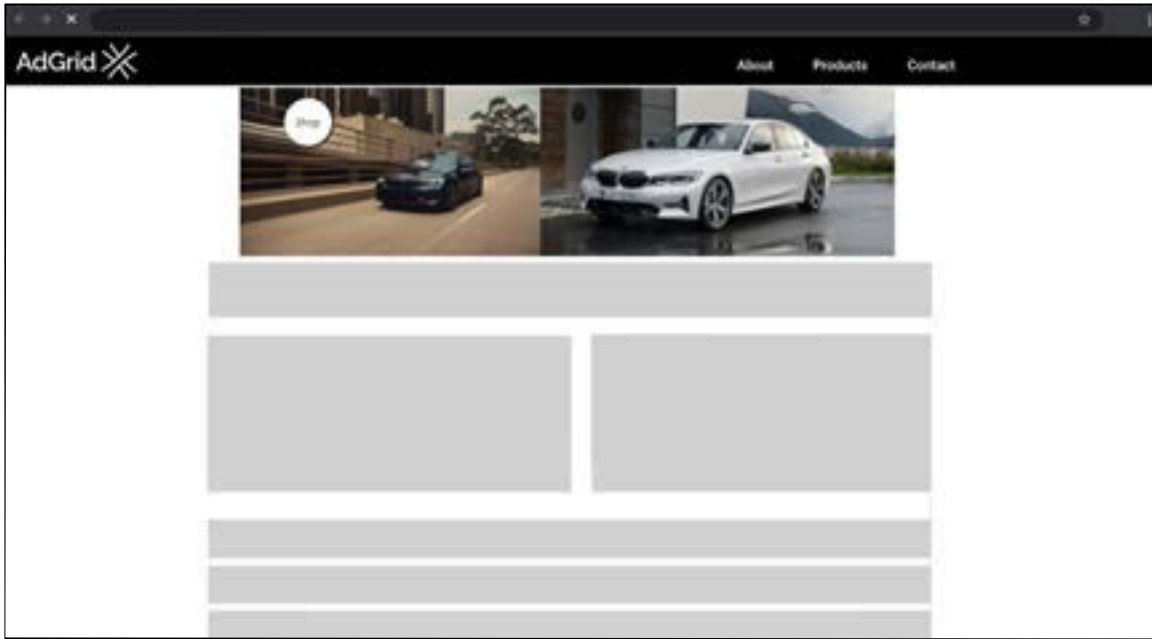Video Length: Recommended 15 seconds (30 seconds max)

Benchmarks

CTR: 0.2%

Examples on next page

Desktop Shoppable Billboard

Examples:

AdGrid

Display Skybox

General Specification

Display Skybox is a high impact rich media unit which sticks to the top of the page and remains sticky while users are scrolling down, across desktop and mobile providing high viewability prior to auto-snapping into place and enabling further viewer engagement. Users can collapse the unit at any point by clicking the collapse button in the top right corner.

Asset Specification

Desktop / Tablet

Image aspect ratio (expanded state): 8.09:1

Image dimension (expanded state): 1456 x 180px (Recommended size)

Image aspect ratio (collapsed state): 2.1:1

Image dimension (collapsed state): 525 x 250px (Recommended size)

Mobile

Image aspect ratio: 2:1

Image dimension: 360 x 180px (Recommended size)

File Specification

Media Types (Image): Image URL, GIF, JPG, BMP, PNG

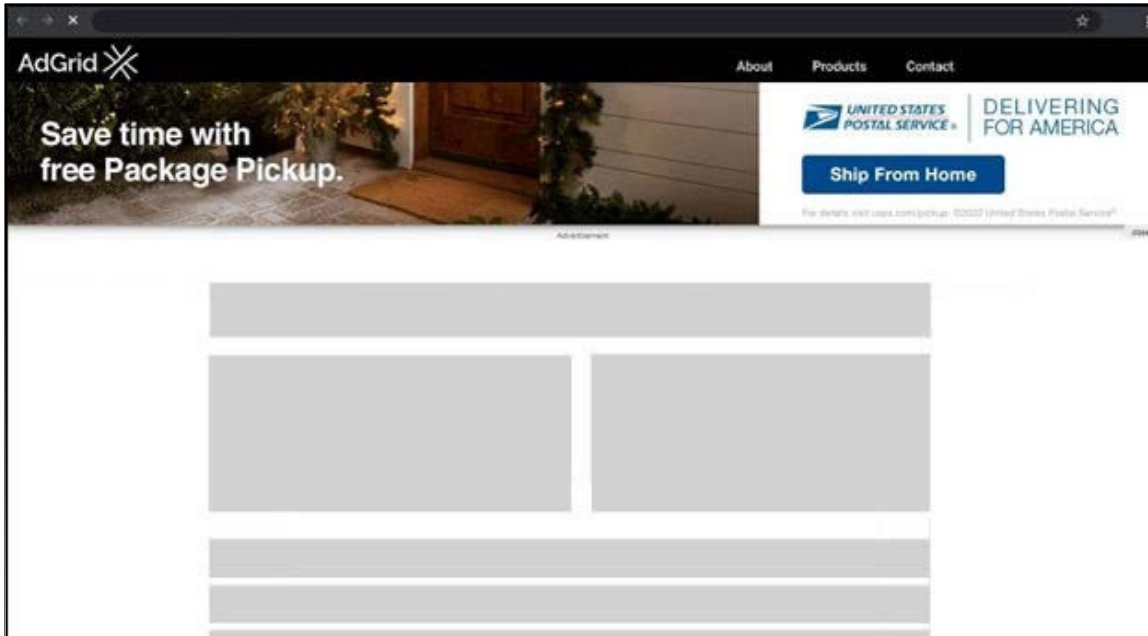File size: Hosted image file size is up to 200kb.
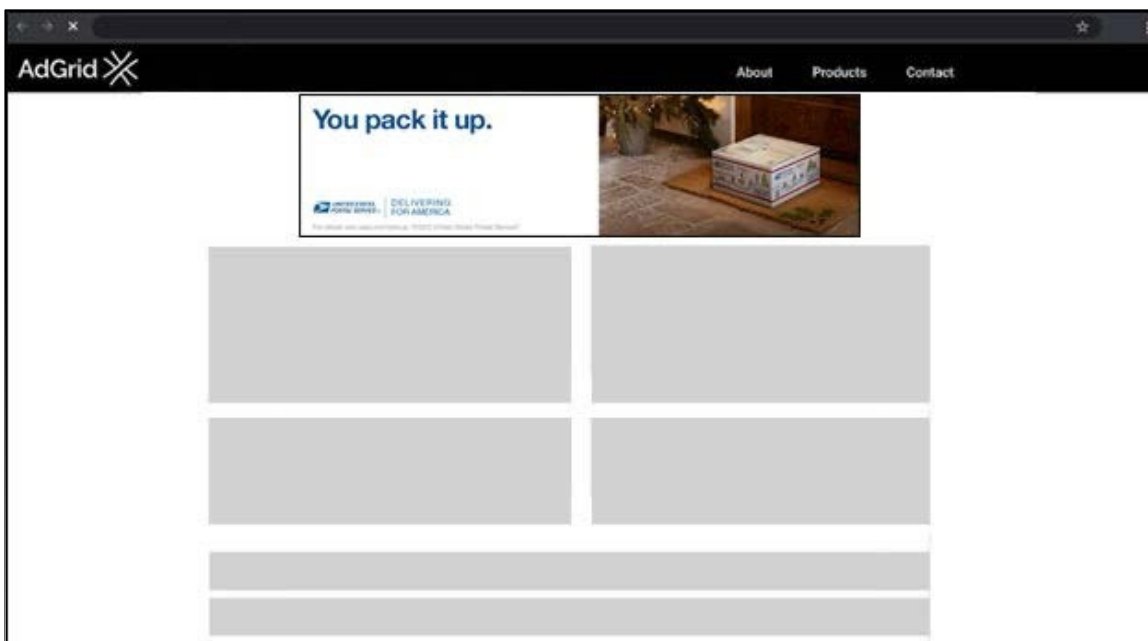
Benchmarks

CTR: 0.6%

Examples on next page

Display Skybox
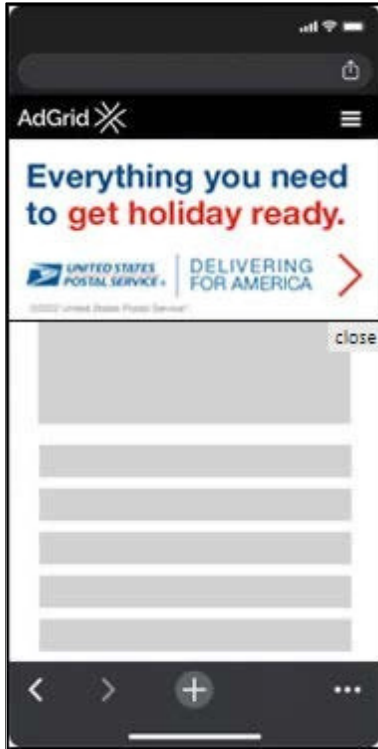
Examples:

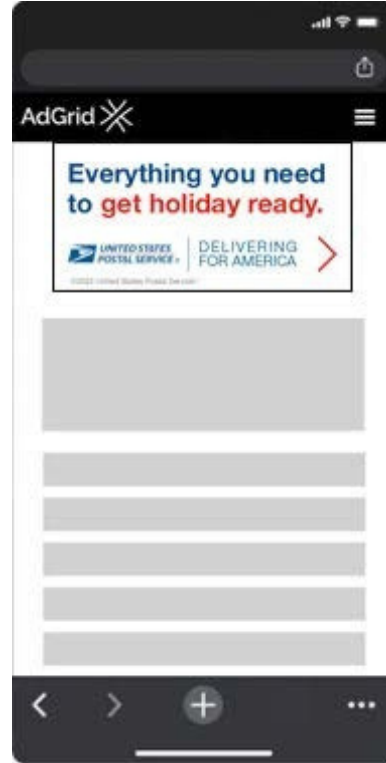Desktop Version (expanded)

Desktop Version (collapsed)

Display Skybox

Mobile Version (expanded)

Mobile Version (collapsed)

Mobile Footer

General Specification

Mobile Footer is a high impact rich media unit served as Adhesion. It sticks to the bottom of the screen on mobile with the video on the left and static image on the right. It can be expanded to its full size by tapping "Swipe up see more" on mobile. It can also be dismissed completely by users clicking on the close button in the top right corner.

Asset Specification

Mobile

Image aspect ratio: 4:3

Image dimension: 400x300px

Video aspect ratio: 16:9

File Specification

Media Types (Image): Image URL, GIF, JPG, BMP, PNG

Media Types (Video): Video URL, YouTube ID, MP4

File size: Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size is up to 200kb.

Video Length: Recommended 15 seconds (30 seconds max)

Benchmarks

CTR: 0.15%
Viewability: 90%

Examples:

Desktop Footer

General Specification

Desktop Footer is a highly viewable rich media unit. Animation is being triggered by mouseover encouraging users to engage with the unit. This is an adhesion-type unit, and users can completely dismiss it by clicking the close button in its top right corner.

Asset Specification

Desktop

Main image:

Image aspect ratio: 3:1

Image dimension: 750x250px (recommended)

Logo:

Image aspect ratio: 3:2
Image dimension: 150x100px (recommended)

File Specification

Media Types (Image): Image URL, GIF, JPG, BMP, PNG

File size: Hosted image file size is up to 200kb.

Benchmarks

CTR: 0.4%
Viewability: 90%

Example