

## Top Performing Display Sizes



**300x250**  
*Medium Rectangle*



**728x90**  
*Leaderboard*



**160x600**  
*Wide Skyscraper*



**300x600**  
*Half Page Ad*

## Top Performing Mobile Sizes



**300x50**  
*Mobile Leaderboard*



**320x50**  
*Mobile Leaderboard*



**336x280**  
*Large Rectangle*



**1024x768**  
*Tablet Interstitial Landscape*



**768x1024**  
*Tablet Interstitial Portrait*

## Video Sizes



**640x480**  
*recommended size for 4:3*



**480x360**  
*minimum size for 4:3*



**640x360**  
*minimum size for 16:9*



**1920x1080**  
*recommended size for 16:9*

*Choozle recommends a 16:9 aspect ratio*

## Native Sizes



**1800 x 1800**  
*recommended size for 1:1*



**1000x750**  
*recommended size for 1.33:1*



**2000 x 1333**  
*recommended size for 1.5:1*



**1920 x 1080**  
*recommended size for 1.77:1 (16:9)*



**1200x627**  
*recommended size for 1.91:1*

Display Assets	
Accepted sizes	300KB or smaller, including ZIP files containing individual creative assets
Accepted file types	GIF, JPEG, JPG, PNG, HTML5
Asset requirements	A display asset should have a clear, recognizable, and relevant image that contains readable text and fits the selected image size. The asset can't appear sideways or upside down or appear to be more than one ad. In addition, assets with partially black or white backgrounds should have a visible border of a contrasting color.
Other notes	Choozle no longer supports Flash Creative.

Video Assets	
Accepted sizes	200MB or smaller
Accepted file types	MP4, FLV, WEBM, MOV, MPG, MPEG, OGG
Video length	Between 5 and 300 seconds, but the ideal lengths are 5, 15, 30, and 60 seconds. Limit auto-start video ads to 15 seconds.
Assets needed	Play, pause, mute, and unmute controls for in-banner ads and a 300x250 static image to backstop auto-start ads.
Companion Creatives	Choose existing display creatives to be associated as a companion to the video creative and upload them in the "Companion Creatives" section of the video upload to the Creative Library. Companion creatives are limited to the following file types; JPG,GIF, PNG and sizes: 300x250, 728x90, 320x50, 160x600, 300x600, 300x50, 320x480, 468x60, 970x250.
Other notes	In the video asset settings, you can add companion display ads and make video ads available for skippable inventory. In the ad group's advanced settings, you can set to bid on in-banner inventory after adding video assets to the ad group.

### Third-party Ad Tags

Accepted file types	Third-party tags are accepted from approved ad servers.
Asset requirements	If you're not using an approved ad server, add the following macros to the secure ad tag generated by your third-party ad-serving system: Click Macro: %%TTD_CLK%% Cachebuster Macro: %%TTD_CACHEBUSTER%%
Other notes	Ensure your third-party assets meet our display standards in addition to the <a href="#">IAB standards</a> .

### HTML5 Assets

Accepted sizes	10MB or smaller. The maximum size of any file in the archive is 2 MB.
Accepted file types	A ZIP file containing the HTML ad. The file may also contain CSS, JS, HTML, GIF, PNG, JPG, JPEG, or SVG
Ad length	Animated ads can loop for 15 seconds before becoming static.
Asset requirements	An HTML5 asset should have a clear, recognizable, and relevant image that contains readable text and fits the selected image size. The asset can't appear sideways or upside down or appear to be more than one ad. In addition, assets with partially black or white backgrounds should have a visible border of a contrasting color.
Other notes	ZIP files can't contain nested folders. In addition, when embedding an in-banner video in an HTML5 asset, the first onload should be a maximum of 50KB and the second onload 2MB.  HTML5 assets cannot be expandable.

Native Assets	
Accepted sizes	300KB or smaller, including ZIP files containing individual creative assets
Accepted file types	JPEG, JPG, PNG
Asset requirements	A native asset should have a clear, recognizable, and relevant image that contains readable text and fits the selected image size. The asset can't appear sideways or upside down or appear to be more than one ad. In addition, assets with partially black or white backgrounds should have a visible border of a contrasting color.
Other notes	<p>Ensure your native assets meet our display standards in addition to the <a href="#">IAB standards</a>.</p> <p>The 1.91:1 aspect ratio is the most common size for native assets, and we recommend building at least one image in the dimensions of 1200x627. Other common sizes include 1200x1200, 1000x750, 1200x800 and 1280x720.</p>

Audio Assets	
Accepted length	Fifteen and 30-second audio ads are the most common ad lengths in audio advertising. However, with a 15-second ad, you can bid on inventory placements that are 15, 30, and 60-seconds long.
Accepted file types	MP3
Other notes	<p>Ensure your third-party assets meet our display standards in addition to the <a href="#">IAB standards</a>. Some publishers allow for companion banners to show during the audio ads. The delivery of companion banners is not guaranteed but will be supplied to the SSP and publisher when bidding.</p> <p>Some publishers allow for companion banners to show during the audio ads. When offered by the publisher, supported sizes for audio companion banners are 300x250, 728x90, 300x50, 300x600, 320x50, 500x500, and 640x640. The delivery of companion banners is not guaranteed but will be supplied to the publisher when bidding.</p>

<b>Connected TV Assets</b>	
<b>Accepted sizes</b>	15050 MB, preferably compressed at 1.5 Mbps
<b>Accepted file types</b>	MP4 format only; MOVE, FLV, and WEBM file formats are not supported
<b>Video length</b>	30-seconds or less (minimum of 15-seconds, though there are a limited amount of six-second spots available)
<b>Accepted file quality</b>	1080p (1920x1080)
<b>Accepted bit rate</b>	Minimum of 1200-1500 kbps: 1.6-3.2 mbps preferred
<b>Accepted file tags</b>	VAST only; VPAID and MRAID tags are not supported
<b>Other notes</b>	<p>Although both first-party and third-party hosted creatives are supported, Connected TV devices do not support the ability to click through to a landing page.</p> <p>If you are running on full-episode player inventory (on desktop, tablet or mobile), you can set up a URL to click through, but not when running only on Connected TV -device inventory.</p>



<b>Display Dimensions</b>		
10x10 GumGum Studio	300x240 Custom	600x75 Banner
11x11 GumGum Broadway AdUnit	300x250 Medium Rectangle	640x480 Custom
12x12 GumGum Runway AdUnit	300x600 Half Page Ad	720x300 Pop-Under
13x13 GumGum Studio AdUnit	300x1050 Custom	720x480 Custom
14x14 GumGum Pencil AdUnit	320x50 Mobile Leaderboard	728x90 Leaderboard
16x16 GumGum Canvas AdUnit	320x80 Vertical Banner	750x200 Custom
17x17 GumGum In-Screen AdUnit	320x160 Mobile	768x1024 Tablet Interstitial Portrait
88x31 Micro Bar	320x240 Custom	800x250 Custom
120x60 Button 2	320x250 Custom	930x180 Custom
120x90 Button 1	320x320 Custom	960x60 Custom
120x240 Vertical Banner	320x480 Mobile	960x325 Huge Banner
120x600 Skyscraper	336x280 Large Rectangle	970x66 Custom
125x83 Button	400x400 Custom	970x90 Custom
125x125 Square Button	440x220 Custom	970x250 Custom
160x600 Wide Skyscraper	450x250 Custom	975x300 Custom
180x150 Rectangle	468x60 Full Banner	980x90 Custom
180x500 Custom	468x400 Custom	980x120 Custom
226x850 Custom	480x80 Custom	980x150 Custom
230x230 Square	480x250 Custom	980x240 Custom
230x600 Custom	480x280 Custom	980x250 Custom
234x60 Half Banner	480x320 Custom	980x400 Custom
240x400 Vertical Rectangle	519x225 Custom	994x250 Custom
250x250 Square Pop-Up	544x225 Custom	1000x90 Custom
250x360 Custom	550x340 Custom	1020x250 Custom
300x50 Mobile Leaderboard	551x289 Large Banner	1024x768 Tablet Interstitial Landscape
300x60 Video Companion	555x111 Letvertise Custom	1280x100 Custom
300x100 3:1 Rectangle	555x333 Letvertise Custom	

Video Dimensions		
480x360	1400x1050	1280x720
640x480	1440x1080	1600x900
800x600	640x360	1920x1080
960x720	640x268	1920x800
1024x768	960x540	
1280x960	1280x532	

Native Dimensions		
1200x627 Custom	2000x1333 Custom	1920x1080 Custom
1800x1800 Custom	1600x1067 Custom	1280x720 Custom
1200x1200 Custom	1200x800 Custom	1024x576 Custom
600x600 Custom	1024x683 Custom	
1000x750 Custom	900x600 Custom	

Logo Dimensions	
128x128 Custom	200x200 Custom

Image Formats	
GIF	JPEG
PNG	JPG

File Sizes	
maxFileSize = 200000000; // 200MB	maxImageSize = 300000; // 300 KB
maxVideoSize = 200000000; // 200MB	maxNativeImageSize = 2000000; // 2000 KB

Video Formats		
Video/MP4	Video/QuickTime	Video/x-ms-wmv
Video/WebM	Video/x-flv	Video/MPEG