iOne Digital Spec Sheet - Display and Video

	Ad Unit	Initial Dimensions (WxH in pixels)	Format	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Host-initiated Subload	Video/Audio Guidelines	Image or Audio File Size (File Type: .GIF, .JPG, .MP4)	Unit-Specific Notes (See General Ad Requirements below)
Desktop Display Units	**Billboard**	970x250	.jpeg/.gif/HTML/Javascript/3rd party	Expansion not allowed for this unit	200 KB	200 KB	15 sec max length / user-initiated audio / unlimited looping Formats - accepted .MP4/H.264/.mov 1.1 MB additional file size allowed for host-initiated video (3rd Party Served) 10 MB Max File Size (Site Served)	100 KB	Required Assets (Click to view)
	Leaderboard	728x90	.jpeg/.gif/HTML/Javascript/3rd party	Expansion not allowed for this unit	200 KB	200 KB	Video not allowed	100 KB	
	Half Page	300x600	.jpeg/.gif/HTML/Javascript/3rd party	Expansion not allowed for this unit	200 KB	200 KB	15 sec max length / user-initiated audio / unlimited looping Formats - accepted .MP4/H.264/.mov 1.1 MB additional file size allowed for host-initiated video	100 KB	
	Medium Rectangle	300x250	.jpeg/.gif/HTML/Javascript/3rd party	Expansion not allowed for this unit	200 KB	200 KB	15 sec max length / user-initiated audio / unlimited looping Formats - accepted .MP4/H.264/.mov 1.1 MB additional file size allowed for host-initiated video	100 KB	
	Anchor	320x50	.jpeg/.gif/HTML/Javascript/3rd party	Expansion not allowed for this unit	50 KB	200 KB	15 sec max length / user-initiated audio / unlimited looping Formats - accepted .MP4/H.264/.mov 1.1 MB additional file size allowed for host-initiated video	50 KB	
Desktop Custom Units	**Skin**	Various	1x1 tracking tag (optional)	N/A	N/A	N/A	N/A	300 KB	
Mobile Display Units	**Mobile Leaderboard/Anchor**	320x50	.jpeg/.gif/HTML/Javascript/3rd party	N/A	50 KB	200 KB	Video not allowed	50 KB	
	Mobile Rectangle	300x250	.jpeg/.gif/HTML/Javascript/3rd party	Expansion not allowed for this unit	50 KB	200 KB	15 sec max length / user-initiated audio / unlimited looping Formats - accepted .MP4/H.264/.mov 1.1 MB additional file size allowed for host-initiated video	50 KB	
	Mobile Wide Banner	320x100	.jpeg/.gif/HTML/Javascript/3rd party	Expansion not allowed for this unit	50 KB	200 KB	15 sec max length / user-initiated audio / unlimited looping Formats - accepted .MP4/H.264/.mov 1.1 MB additional file size allowed for host-initiated video	50 KB	
	Prelude	Full Width Responsive	1x1 tracking tag (optional)	N/A	N/A	N/A	15 sec max length / user-initiated audio / unlimited looping Formats - accepted .MP4/H.264/.mov 10 MB Max File Size	N/A	Required Assets (Click to view)
	Prelude Premium	Full Width Responsive	1x1 tracking tag (optional)	N/A	N/A	N/A	15 sec max length / user-initiated audio / unlimited looping Formats - accepted .MP4/H.264/.mov 10 MB Max File Size	N/A	Required Assets (Desktop) (Click to view)

Category	Unit	Dimensions	Format / Tracking				Specs	Max File Size	Comments
Cross Platform Custom Units	**Interlude**	Responsive	1x1 tracking tag (optional)	N/A	N/A	N/A	15 sec max length / user-initiated audio / unlimited looping Formats - accepted .MP4/H.264/.mov 10 MB Max File Size	N/A	Required Assets (Click to view)
	Encore	Responsive	1x1 tracking tag (optional)	N/A	N/A	N/A	15 sec max length / user-initiated audio / unlimited looping Formats - accepted .MP4/H.264/.mov 10 MB Max File Size	N/A	Required Assets (Desktop) (Click to view) Required Assets (Mobile) (Click to view)
	Logo	188x46	.png with 1x1 tracking tag (optional)	N/A	N/A	N/A	N/A	50 KB	Need client logo on transparent background in .png format.
Mobile Streaming App	**Mobile App Rectangle**	300x250	.jpeg/.gif/HTML/Javascript/3rd party	N/A	50 KB	200 KB	Video not allowed	50 KB	
	Mobile App Pre Roll Video	N/A	Video File/VAST	N/A	N/A	N/A	15 sec max length Formats - accepted .MP4/H.264/.mov	N/A	
	Mobile App 320x50	320x50	.jpeg/.gif/HTML/Javascript/3rd party	N/A	50 KB	200 KB	N/A	50KB	
	Mobile App Standard Interstitial	320x480 (iOS & Android)	.jpeg/.gif	N/A	N/A	N/A	Video not allowed	50KB	
	Mobile App Custom Placements: (Menu Button, Feature Ad, Splash, Contest & Promotion)	Varies	.jpeg/.gif	N/A	N/A	N/A	Specifics per placement. Inquire within	50 KB	All placements are not ad served. Tracking not available.
Pre Roll	**Pre Roll Video**	N/A	VAST ONLY (See **VAST Tag Notes** below) Site-served - 3rd party 1x1 tracking tag (optional)	N/A	NA	N/A	**Skippable Ads** Min Video Length - 12 seconds Max Video Length - 6 minutes **Non-Skippable Ads** Min Video Length - No restrictions Max Video Length - 15 seconds Formats - accepted .MP4/H.264/.mov 16:9 HD Ratio Max file size for site-served video: 512MB Max file size for 3rd party served video: 10MB	N/A	
OTT/CTV	**OTT/CTV Video**	N/A	Only accept VAST 2.0, **no VPAID.** Site-served - 3rd party 1x1 tracking tag (optional)	N/A	N/A	N/A	Max video length - 30 seconds Formats - .MP4 or .mov File Quality – 1080p Resolution – 1920x1080 / 16:9 HD Ratio Bitrate – Minimum of 5,400 kbps Max File Size – 10GB Frame Rate (FPS) – 23.98 or 29.97 Audio Sample Rate – 48 kHz CODEC – H.264		
Streaming Radio	**Instream Audio**	N/A	Audio File/ VAST Tag/ 1x1 tracking tags	N/A	N/A	N/A	.mp3 / VAST 2.0 audio file 1x1 impression/click trackers(audio & sync banner) :15 sec, :30 sec, :60 sec	8MB	Available to sync with 320x50 banner (3rd party 1x1 tracking tag available).

Abbreviations:	px = pixel		sec = seconds

General Ad Requirements (Apply to all ads):

- All URLs calls, including tracking and 3rd party URLs, must be secure (https://).

- Only allow max of 3 tracking pixels within 3rd party tags. For site-served placements, only 3 pixels max as well.

- Submission lead time: Minimum lead time for ad tags/creative assets submission is 7 business days before campaign start.

- Audio: Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.

- Hotspot: Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio.

- Defining ad space: Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).

- Max CPU: ad not to exceed 30% CPU usage during host-initiated execution.

- Max number of host-initiated file requests: ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.

General Notes:

1. File weight calculation: All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise expempted. File weights are calculated after files have been compressed into gzip format.

2. Initial file load: Includes all assets and files necessary for completing first visual display of the Ad.

3. User-initiated file size: Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad, and/or rolling over an ad (or a portion of an ad).

VAST Tag Notes:

- VPAID is not allowed.

- Format: H.264 (MP4) video file type must be included for each video creative (other formats such as WebM can be included but may not be used).

- Aspect Ratio and Bitrate: 720p or below is required, the optional inclusion of 1080p is recommended - either 16:9 or 4:3 aspect ratios are acceptable. (Examples of each are 16:9 - 854x480; 1280x720; 1920x1080 and 4:3 - 480x360; 720x540; 960x720)

- Must contain at least one mediafile under 1000kbps.

- Frames per second: Up to 30fps.

- Maximum file size: 10 MB

- Must comply with YouTube's XML summary for VAST ad server response - https://support.google.com/youtube/answer/1069906.

- Must be SSL-compliant.

- Only VAST 3.0 tags are allowed for skippable video ads. VAST 2.0 will not be accepted.

- Skippable Video tags must have skip attribute present.

- Must be served via a linear VAST tag (pre-fetch tag) by a YouTube-approved vendor - https://developers.google.com/third-party-ads/youtube-vendors?visit_id=636971963993018673-2095783480&rd=2.

- Max of three vendor pixels in the VAST tag.

- Must NOT have geo, browser or any other targeting on the third party end.

- Please ensure your ad server returns a valid crossdomain.xml file. If you choose to explicitly list domains, please ensure all ad serving domains are included.

- VAST-served video ads are not guaranteed to run on all mobile web browsers, game consoles or connected TV devices (most modern updated environments are supported).

- Only VAST 2.0 and 3.0 are currently supported.

iOne Digital Spec Sheet - Social

Facebook	Instagram	Twitter
Facebook News Feed specs: - Recommended image size: 1200 x 628 or 1080 x 1080 pixels - Minimum width and height: 600 pixels. - Recommended aspect ratio is between 9:16 to 16:9, crops to 1.91:1 with a link - Recommended image formats: JPG, PNG (PNG has higher quality) - Facebook/Instagram Stories: 1080 x 1920 pixels - Images with 20% or more text may get disapproved by Facebook **Feed text character limits:** - Text length: max 125 characters - Headline length: max 25 characters - Link description length: max 30 characters **Facebook News Feed video specs:** - Resolution: Upload the highest resolution video available that meets file size and ratio limits - Video file size: 4GB Max - Facebook video size: 1280 x 720 - Recommended video length: 15 – 30 seconds - Video length minimum: 1 second - Video length maximum: 240 Minutes - Video ratio: 9:16 to 16:9 - Minimum dimensions 600 x 315 (1.9:1 landscape) or 600 x 600 (square) - Recommended video formats: .MP4 and .MOV - Video captions: Optional but recommended - Video sound: Optional but recommended	**Instagram Image Post specs:** - File types: .jpg or .png - Max. image size: 30MB - Instagram photo sizes: 1080 x 1080 (square), 1080 x 566 (landscape), 1080 x 1350 (portrait) - Text limit: 2200 characters (125 is recommended) **Instagram Video Post specs:** - File types: mp4 or .mov Minimum Instagram video sizes: 600 x 600 (square), 600 x 315 (landscape), 600 x 750 (portrait), 600 x 700 (Carousel video dimensions) - Landscape Video Resolution: 600 x 315 - Square Video Resolution: 600 x 600 - Max. video size: 4GB - Video Captions: optional - Video Ratio: 4:5, max. 16:9 - Video Duration: 60 seconds - Image Ratio: 4:5 minimum, 16:9 maximum - Text limit: 125 characters (recommended) - Hashtag Number: 30 maximum (Tip: add more hastags in the comments) **Instagram Stories Image specs:** - Caption: not currently available. Any text must be part of the image file - Format: Full screen vertical ad (9:16) - Recommended Resolution: 1080 x 1920 - Minimum Resolution: 600 x 1067 - File types: .jpg or .png - Max. image size: 30MB - Photo content: visible for 5 seconds **Instagram Stories Video specs:** - Caption: not currently available. Any text must be part of the image file - Format: Full screen vertical ad (9:16) - Recommended Resolution: 1080 x 1920 - Minimum Resolution: 600 x 1067 - File types: mp4 or .mov - Max. video size: 4GB - Max. video lengtht: 15 seconds - Recommended Video Codecs: h.264, VP8 - Recommended Audio Codecs: AAC, Vorbis **Instagram Reel Video specs:** - Caption: You can type a caption that's up to 2,200 characters (that includes spaces and emojis) to describe your Instagram Reel. - Format: Full screen vertical ad (9:16), Viewing Instagram Reels in full-screen mode, the frame is a 9:16 ratio. - Recommended Resolution: 1080 x 1920 - Minimum Resolution: 600 x 1067 - File types: mp4 or .mov - Max. video size: 500MB - Max. video lengtht: 60 Seconds, Instagram Reels can now be up to 60 seconds long. That can either be one long continuous video, or a combination of clips and images that adds up to 60 seconds. - Recommended Video Codecs: h.264, VP8 - Recommended Audio Codecs: AAC, Vorbis	- Tweet copy: 280 characters when created on www.twitter.com or native applications. - Twitter card image size: Minimum width: 600 pixels, any height greater than the width will be cropped 1:1. - Aspect ratio: Between 2:1 and 1:1 - Image file size: Max 15mb on twitter.com - File types: PNG, JPEG, or GIF are recommended. No BMP or TIFF files. - Twitter header size: 1500 x 500 - Twitter post image size: 1024 x 512 - Twitter video size: 720 x 720 (square), 1280 x 720 (landscape), 720 x 1280 (portrait) - Maximum Twitter video length: 140 seconds