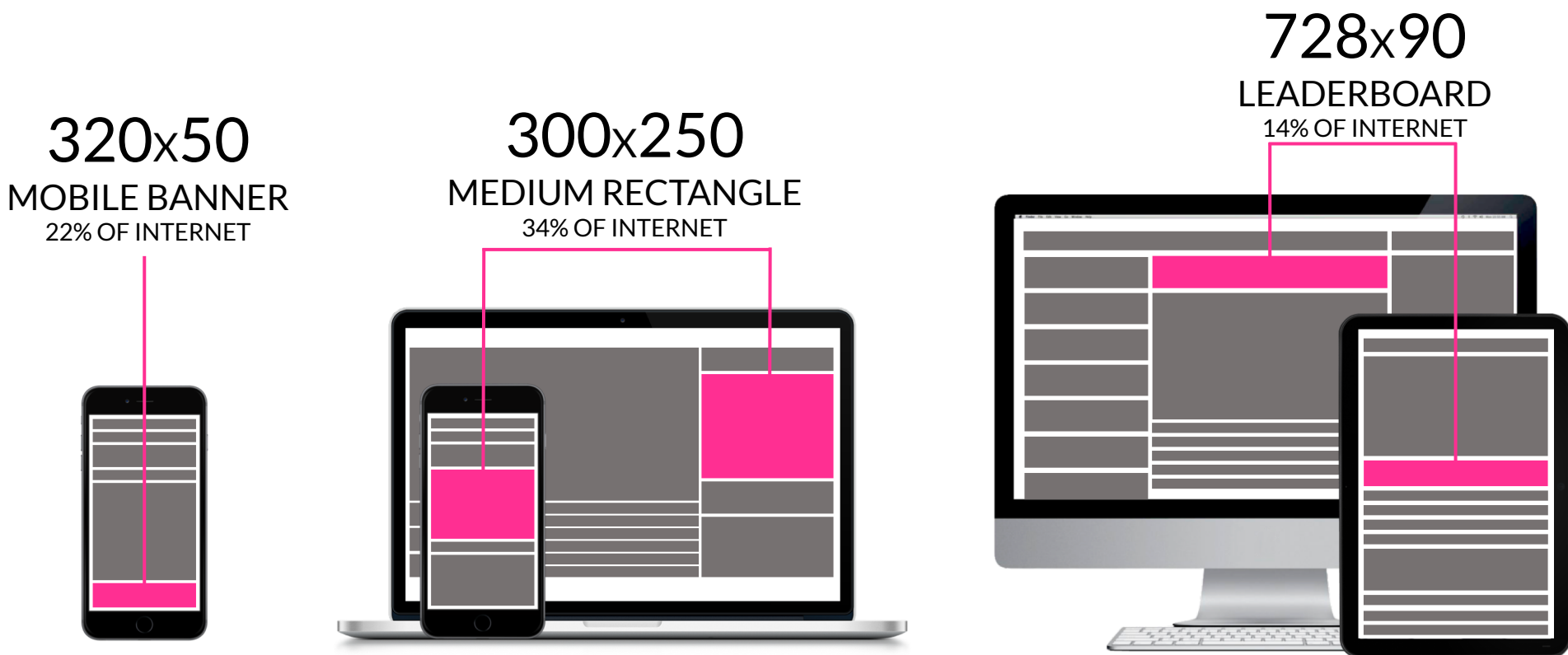


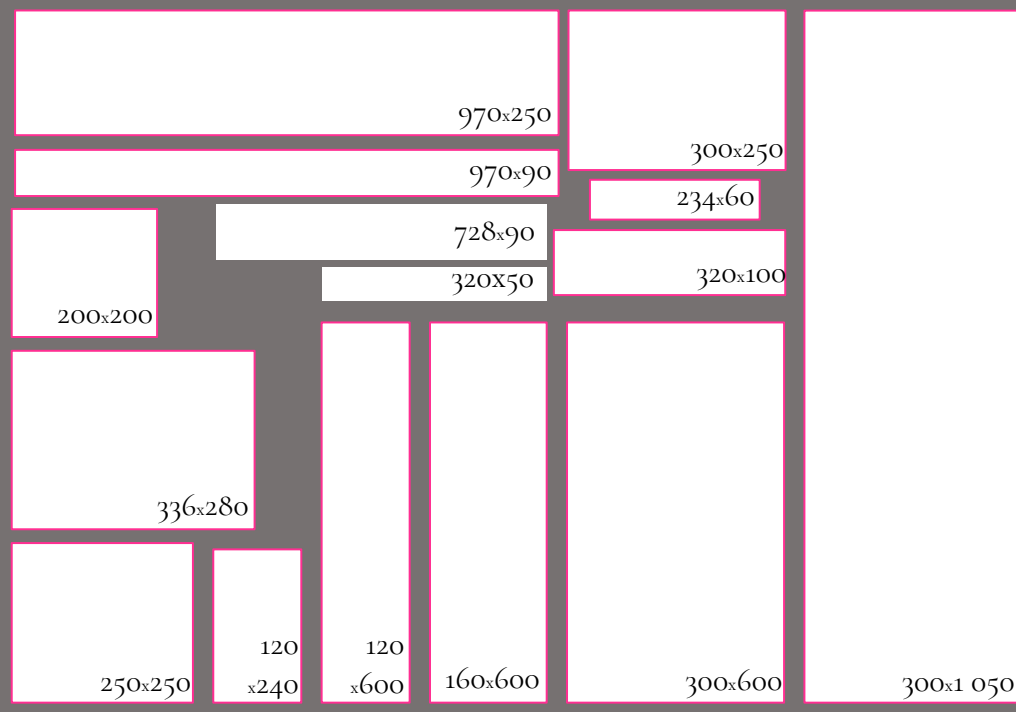
AD SPECS 2018/9

A complete guide to all creative requirements on the Dot Network platform.
Includes: Display, Native, Video, Social & Text

MOST POPULAR AD SIZES



DISPLAY AD SIZES



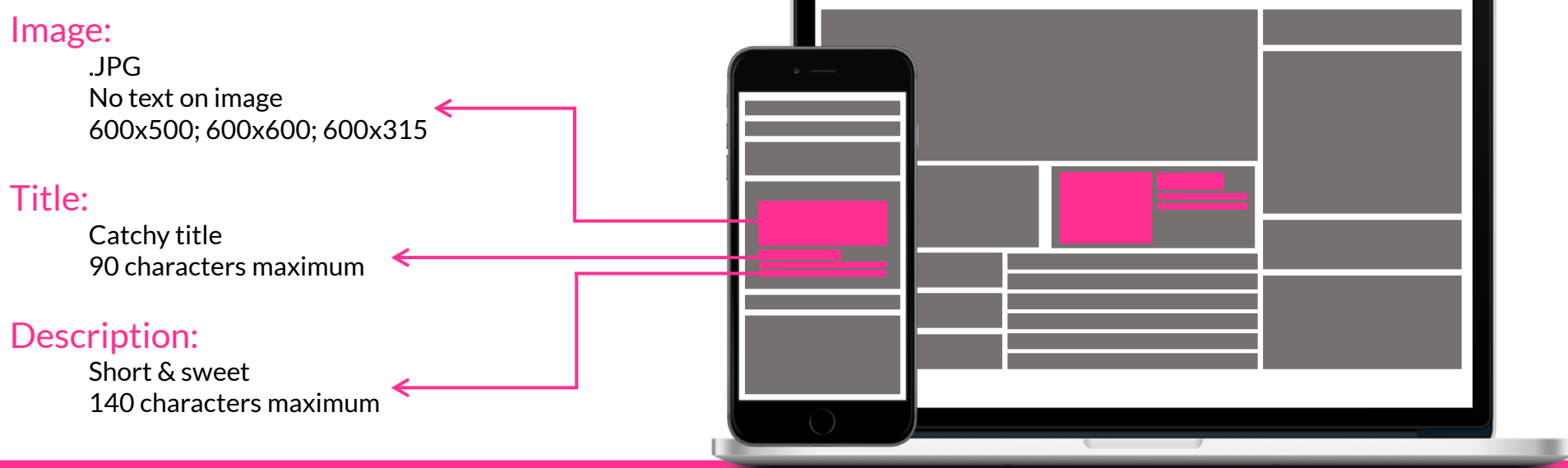
Formats:
.JPG
.GIF
HTML5

Size Limit: 150kb

Animations:
restricted to a maximum of 30 seconds
at a 15-20 fps at which point all
animation must stop.

Borders:
Ads featuring a white or black
background are required to have a 1px
border of a distinguishing color around
the perimeter of the ad.

NATIVE AD SIZES



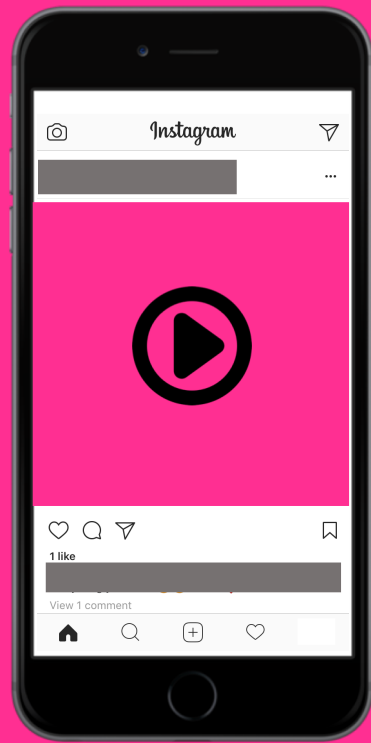
VIDEO SPECS

FACEBOOK
MP4 or MOV
16:9 or 9:16 aspect ratio
30fps maximum
720p minimum resolution
2.3GB maximum

Text:
90 characters text
25 characters headline
30 characters link description

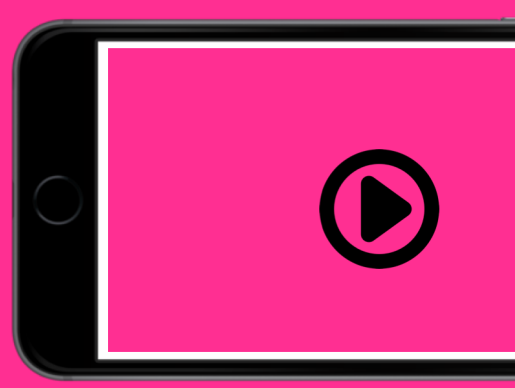


YOUTUBE
MP4, MPEG, AVI or ASF
16:9 aspect ratio
30fps maximum
640x360 or 480x360 resolution
1GB maximum
12 seconds- 3 minutes long
300x250 companion ad (150kb)

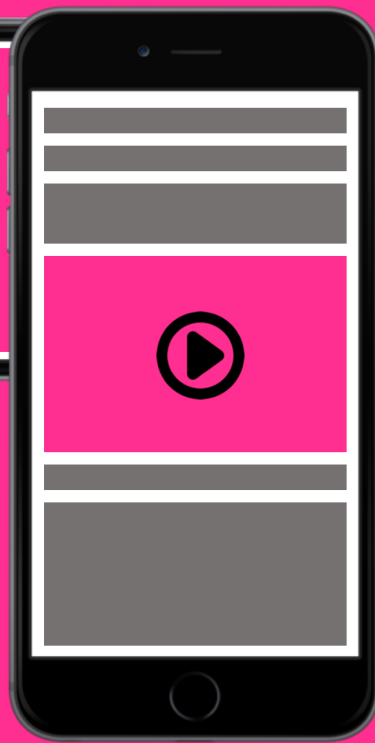


INSTAGRAM
MP4 container
1:1 or 1.9:1 aspect ratio
30fps maximum
600x600 or 1080x1080 resolution
4GB maximum
3 seconds – 60 seconds longs

Caption:
125 characters maximum



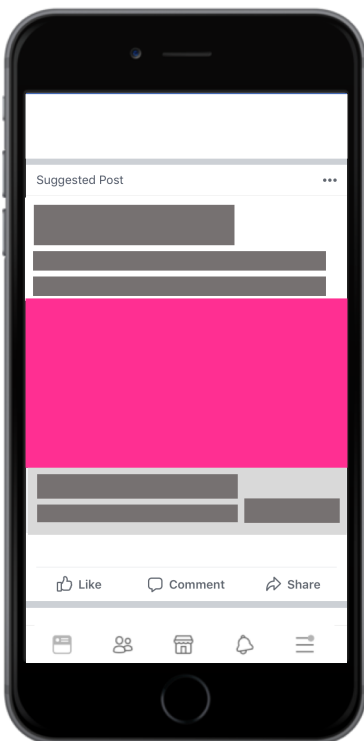
IN-APP & WEB ADS
MP4
16:9 aspect ratio
30fps maximum
640x360 or 480x360 resolution
1GB maximum
12 seconds- 3 minutes long
300x250 or 300x60 companion ad
"Call to Action" description



KEY SOCIAL SIZES

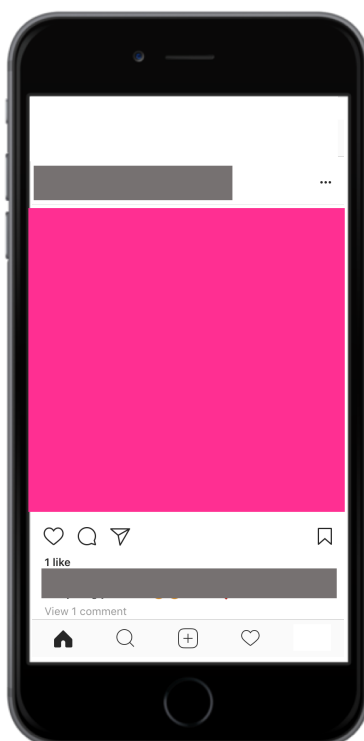
FACEBOOK SINGLE
.JPG
1200x628 pixels
Minimal to no text on image

Text:
90 characters text
25 characters headline
30 characters link description
"Call to Action" description

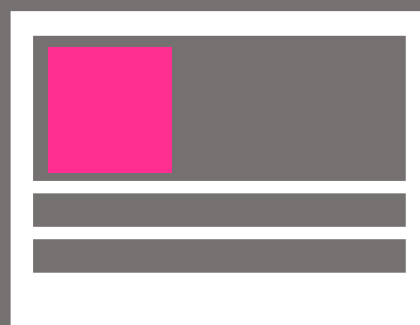


INSTAGRAM SINGLE
.JPG or PNG
30MB maximum
1080x1080 or 1200x628 pixels

Text:
125 characters caption



GOOGLE RESPONSIVE & SEARCH



RESPONSIVE ADS
Two 25 – 90 character headlines
One 90 character description line
1200x628 image
1MB maximum
No text on image
Optional logo 128x128

SEARCH ADS
Two 30 character headlines
One 80 character description line

B2B Targeting– With Dot Network
AD www.dotnetwork.network/
Niche audiences to match your business needs.
Pay as you grow with us

References:

Data from several global ad exchanges and inventory sources, like Google AdExchange, Facebook, YouTube, Instagram, OpenX and more
For additional information requirements please visit: www.iab.com

Links/ URLs

To comply with international data regulations all links must be direct links, UTM's may be used but no re-directs. Landing pages must have relevant cookie compliance, data security terms and link back to the main domain.