AD SPECS

Alt Network **Creative Guide**

Ad sizes, file specs, and creative rules by industry.

Ads on the Alt Network go through a review before they run. Following these specs and rules helps your ads get approved quickly and qualify for the most placements.

DISPLAY AD SIZES

Mobile banner	**320x50**	Leaderboard	**728x90**
Wide skyscraper	**160x600**	Medium rectangle	**300x250**
Half-page	**300x600**	Billboard	970x250
Mobile interstitial (portrait)	320x480	Mobile interstitial (landscape)	480x320
Tablet interstitial (portrait)	768x1024	Tablet interstitial (landscape)	1024x768

Sizes in red are recommended for every campaign.

Display file specs

File types	JPG, PNG, GIF, HTML5, or third-party ad tags
File size	JPG/PNG 750 KB, GIF 3.5 MB, HTML5 2 MB max
Resolution	72 pixels per inch minimum

Video specs

File type	MP4 preferred, 1 GB max
Resolution	1920x1080 (1080p), 16:9
Length	15 or 30 seconds

PLAN AHEAD

Allow time for review

Every Alt Network ad is reviewed before launch. Review takes up to 3 business days, or up to 5 for Device ID campaigns.

Pre-approval for tobacco and gambling

Tobacco, casino, gambling, and sports betting ads must be pre-approved before a campaign can launch.

Need help with creative?

Our design team builds Alt Network ads to spec and to the rules, so they're ready for review.

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CANNABIS CREATIVE RULES

Your ads must

- Include your company name and logo
- Link to your company's website
- Come from a licensed business
- Be clean and simple
- Include your license number if you're a California business
- Follow the rules where you advertise

Your ads can't

- Show the product or people using it
- Use the word "marijuana"
- Make health claims or glamorize use
- Appeal to people under 21
- Include testimonials or endorsements*
- Connect cannabis with driving or skilled activities

*Some sponsorships may be allowed case by case. Ads can include offers. Kratom products aren't accepted. We recommend an age gate on your landing page.

TOBACCO AND VAPE CREATIVE RULES

> **Every tobacco ad must include this warning:** "WARNING: This product contains nicotine. Nicotine is an addictive chemical."

Requirements

- Ads must be pre-approved before launch
- Company must be a licensed business
- Ads must follow the rules where you advertise

Counts as tobacco

- Vape and e-cigarette products and stores
- Head shops and smoke shops
- Cigar and cigarette stores or lounges
- Hookah products
- Any product with "tobacco" in the name

CASINO, GAMBLING, AND SPORTS BETTING

Ads must be pre-approved and include responsible gaming messaging, such as "21+, please play responsibly." See our **Gambling and Casino Creative Requirements** sheet for the full list.

Max Media Digital can't provide legal advice. Please consult your legal team to make sure your ads follow all federal, state, and local laws.

Designed to get approved.

Send us your brand assets and we'll build ads that follow the rules and still stand out.

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