PRODUCT SPECS

Display Ads
Creative Specifications

For Display and Device ID campaigns.



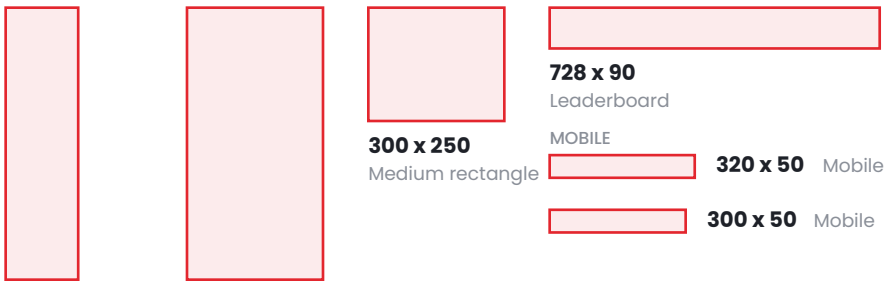
ACCEPTED CREATIVE TYPES

Image files
JPG, PNG, or GIF banners in standard ad sizes.

Third-party ad tags
HTML or JavaScript tags from supported ad servers.

HTML5 creatives
Hosted by our ad platform or a third-party ad server.

BEST-PERFORMING AD SIZES



Also accepted: 1000x90, 1020x250, 120x240, 120x60, 120x600, 125x125, 180x150, 230x600, 250x250, 300x240, 320x250, 400x400, 468x60, 600x75, 970x250, 980x250, 994x250, and many more. Sizes shown are to scale.

IMAGE AD SPECIFICATIONS

File types	JPG, PNG, or GIF
Max file size	150 KB (first-party and third-party ads)
Image quality	Clear, relevant, and fills the entire ad space
Text	Must be legible
Orientation	No sideways or upside-down images
Segmentation	No split layouts or repeated copies of the same creative in one ad
Background	Partially black or white backgrounds need a visible contrasting border
Click action	Clicking the ad must open a new page
Animation	Up to 15 seconds of looping, then must stay static

VIDEO IN DISPLAY PLACEMENTS

In-banner video	50 KB max initial load, 2 MB max for secondary files. Must include play, pause, mute, and unmute controls.
Click-to-start video	No length limit. Must go to a landing page when the video ends.
Auto-start video	15 seconds max, muted unless moused over. Needs a clickable static 300x250 fallback image.

HTML5 CREATIVES

HTML5 creatives are full HTML pages shown inside an iFrame.

Restrictions	No dynamic or expandable creatives
Browser support	Must degrade gracefully if a feature isn't supported
Size meta tag	Include ad dimensions in the <head>: `<meta name="ad.size" content="width=300,height=250"/>`
Backup image	Required for users with JavaScript disabled
File sizes	Initial load: 300 KB max (200 KB recommended) Subload: 600 KB max Total: 5 MB max
Packaging	One root HTML file plus supporting assets, in a ZIP up to 10 MB compressed and 100 files
Allowed files	HTML, JS, CSS, MP4, JPG, JPEG, GIF, PNG, SVG

CLICK TAGS FOR HTML5

- Click tags set the destination URL in an HTML5 ad. They are **case-sensitive**.
- Clicks must open the landing page in a **new window**.
- You can use **multiple click-through URLs** for different actions in the same ad.
- We'll send the exact click tag code with your campaign setup.

THIRD-PARTY AD TAGS

HTML and JavaScript tags from most major ad servers are supported, including Adara, Adform, AdRoll, DoubleClick, Google, MediaMind, OpenX, Rubicon Project, and many others. Full list available on request.

No creative yet? We'll build it.

Our design team can create a full set of display ads in every size you need, built to spec and ready to launch.
maxmediadigitalllc.com