

Technical Specifications





Video Formats

Technical Specifications

Specs Video

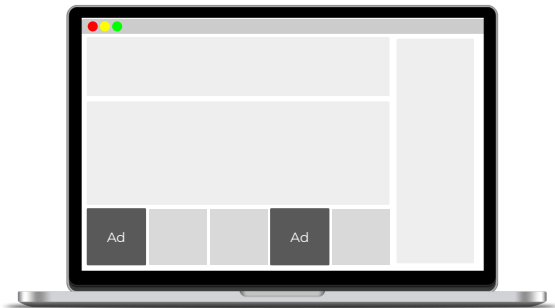
- In Stream



Specs	Description
Maximum video length	30 seconds (recommended 7 to 15)
Maximum video file size	10MB desktop - 3.5MB mobile and tablet
Frame per second	24 frames/second
Ratio	4:3 / 16:9 (640 x 360 pixels recommended)
Video file type	<p>MP4, FLV, WebM (VAST requires all 3, MP4 must be the first mediafile), MOV</p> <ul style="list-style-type: none"> resolution (in pixels) 1080p preferred; 480p minimum; dimensions to be adapted to player size ; recommended codecs for video content submission H.264/AAC, MPEG2, WMV ;
Audio creative	MP3 or AAC
Constant bitrate	900 kb/s maximum
No - skippable vidéo	Duration must be less than 20 seconds
URL Test vidéo	<p>https://video.smartadserver.com/ https://developer-tools.jwplayer.com/ad-tester/</p>

Specs Video

- Native Ad



Specs	Description
File	MP4, FLV, WebM (VAST nécessite les 3, MP4 doit être le premier mediafile), MOV
File type	JPG, PNG avec ratio 1,9/1
Recommended file size	10 Mo desktop - 3,5Mo mobile et tablette
Title (short)	max caractères : 25
Title (long)	max caractères : 50
Body (court)	max caractères : 90
Body (long)	max caractères : 120
Name Advertiser	max caractères : 25
CTA	max caractères : 15

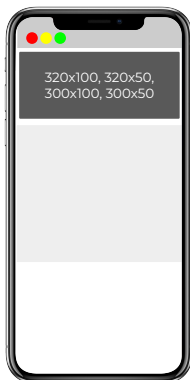
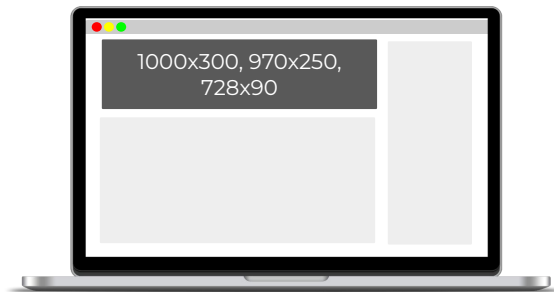


Display Formats

Technical Specifications

Specs Display

- IAB Horizontals



Specs	Description
Size	Desktop : 1000x300, 970x250, 728x90 Mobile : 320x50, 320x100, 300x50, 300x100
Audio	User-initiated - sound must be muted in advertisements. To enable sound triggering in ads, a command can be included to allow the user to trigger the sound.
Closing method	An "X" is preferably displayed in the top right-hand corner.
File type	JPG, PNG, GIF, HTML5
Recommended file size	200 ko
HTML5 filetype	HTML5 in a zip file including <ul style="list-style-type: none"> • GIF, JPG, PNG, SVG, CSS, JS • HTML5 and clicktag spécifications
Animation (loops)	max. 15 seconds
Frames per second	24 fps (also expressed in frames per second - FPS)
Maximum video and audio length	30 seconds (recommended 8 to 12)

Specs Display

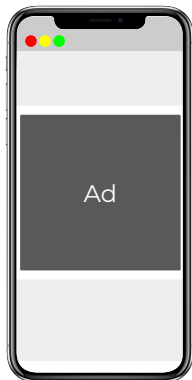
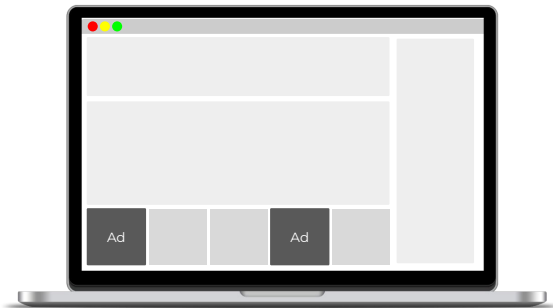
- IAB Verticals



Specs	Description
Size	Desktop : 300x600, 160x600, 120x600, 300x250 Mobile : 300x250, 300x600, 320x480, 336x280
Audio	User-initiated - sound must be muted in advertisements. To enable sound triggering in ads, a command can be included to allow the user to trigger the sound.
Closing method	An "X" is preferably displayed in the top right-hand corner.
File type	JPG, PNG, GIF, HTML5
Recommended file size	150 ko
HTML5 filetype	HTML5 in a zip file including <ul style="list-style-type: none"> GIF, JPG, PNG, SVG, CSS, JS HTML5 and clicktag specifications
Animation (loops)	max. 15 seconds
Frames per second	24 fps (also expressed in frames per second - FPS)
Maximum video and audio length	30 seconds (recommended 8 to 12)

Specs Display

- Native Ad



Specs	Description
Ratio	1,91/1
File type	JPG, PNG
Recommended file size	150 ko
Title (short)	max caracters : 25
Title (long)	max caracters : 50
Body (court)	max caracters : 90
Body (long)	max caracters : 120
Name Advertiser	max caracters : 25
CTA	max caracters : 15

Specs Display

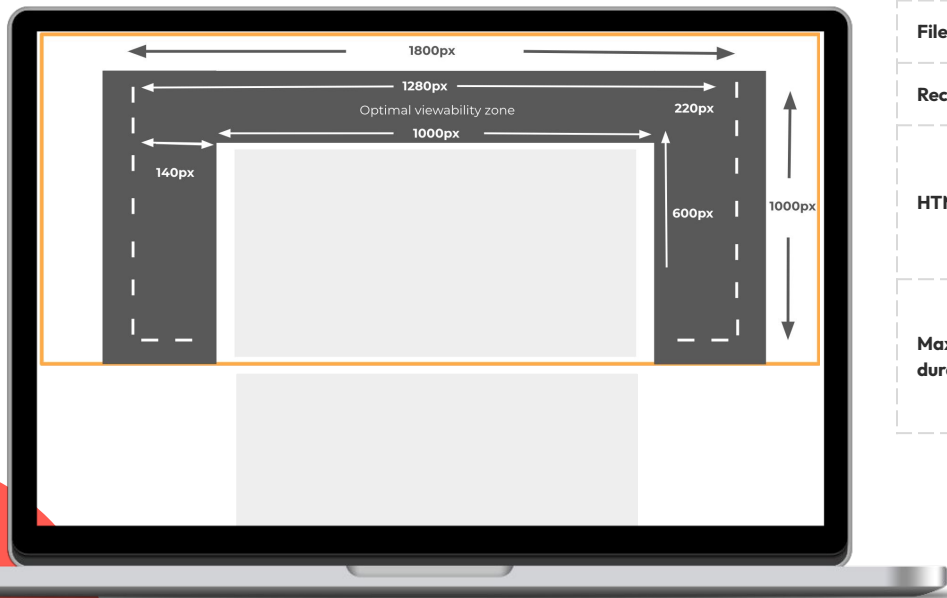
- Interstitial



Specs	Description
Size	Mobile : 320x480, 480x320 Tablette : 1024x768, 768x1024
Audio	User-initiated - sound must be muted in advertisements. To enable sound triggering in ads, a command can be included to allow the user to trigger the sound.
Closing method	An "X" is preferably displayed in the top right-hand corner.
File type	JPG, PNG, GIF, HTML5
Recommended file size	200 ko
HTML5 filetype	HTML5 in a zip file including <ul style="list-style-type: none"> • GIF, JPG, PNG, SVG, CSS, JS • HTML5 and clicktag specifications
Animation (loops)	max. 15 seconds
Frames per second	24 fps (also expressed in frames per second - FPS)
Maximum video and audio length	30 seconds (recommended 8 to 12)

Specs Display

- Skin



Specs	Description
Size	Desktop : 1800x1000
File type	JPG, PNG, GIF, HTML5
Recommended file size	250 ko
HTML5 filetype	HTML5 in a zip file including <ul style="list-style-type: none">GIF, JPG, PNG, SVG, CSS, JSHTML5 and clicktag specifications
Maximum animation duration	30 seconds



Thank You 



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