



VALIUZ

Technical Specifications.

2025 Edition

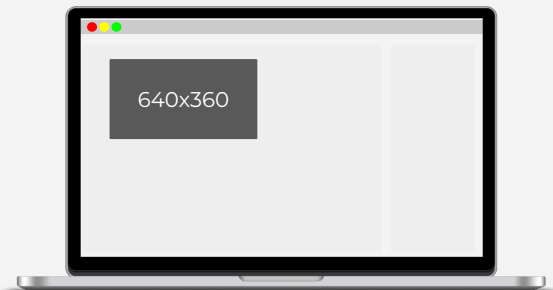
Video Formats

Technical Specifications 2025.



Format :

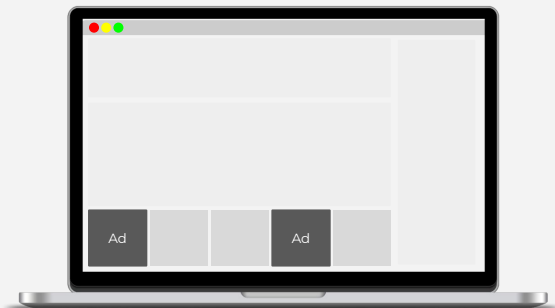
In Stream



Specs	Description
Maximum video duration	30 seconds (7 to 15 seconds recommended)
Maximum video file size	10 MB for desktop and 3.5 MB for mobile and tablet
Frames per second	24 images/second
Ratio	4:3 / 16:9 (640 x 360 pixels recommended)
Video file type	MP4, FLV, WebM (VAST requires all 3, MP4 must be the first mediafile), MOV - 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
Non-skippable video	Duration must be less than 20 seconds
URL Video Test	https://video.smartadserver.com/ https://developer-tools.jwplayer.com/ad-tester/

Format :

Native Ad



Specs	Description
File	MP4, FLV, WebM (VAST requires the 3, MP4 must be the first mediafile), MOV
File type for backup image	JPG, PNG with ratio 1.9/1
Recommended file size	10 MB desktop - 3.5 MB mobile and tablet
Short Title	max characters: 25
Long Title	max characters: 50
Short Body	max characters: 90
Long Body	max characters: 120
Advertiser Name	max characters: 25
CTA	max characters: 15

Display Formats

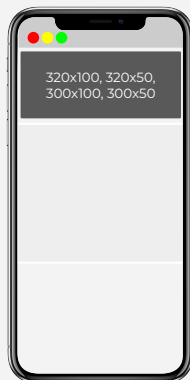
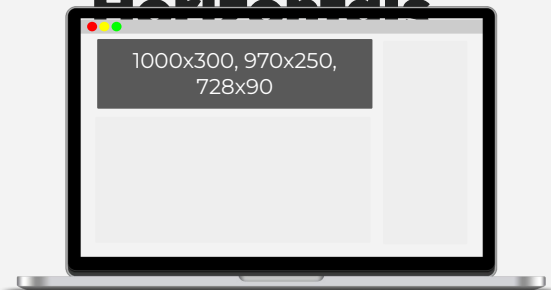
Technical Specifications 2025.



Format :

IAB

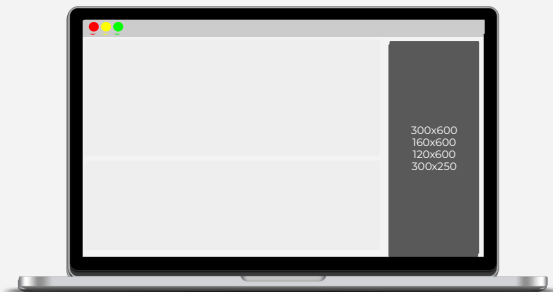
Horizontale



Specs	Description
Size	Desktop : 1000x300, 970x250, 728x90 Mobile : 320x50, 320x100, 300x50, 300x100
Audio	At the user's initiative - the sound must be muted in advertisements. To allow the sound in advertisements to be triggered, a control can be included to allow the user to trigger the sound.
Closure method	An "X" cross is displayed, preferably in the upper right corner
File type	JPG, PNG, GIF, HTML5
Recommended file size	200 ko
HTML5 filetype	HTML5 in a zip file including : - GIF, JPG, PNG, SVG, CSS, JS HTML5 and clicktag specifications
Animation (loops)	max. 15 seconds
Frames per second	24 images/second (also expressed as FPS)
Maximum video and audio length	30 seconds (8 to 12 recommended)

Format :

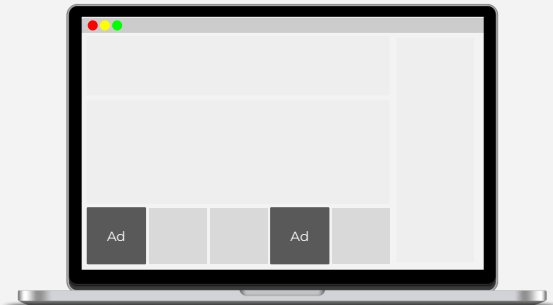
IAB Verticals



Specs	Description
Size	Desktop : 300x600, 160x600, 120x600, 300x250 Mobile : 300x250, 300x600, 320x480, 336x280
Audio	At the user's initiative - the sound must be muted in advertisements. To allow the sound in advertisements to be triggered, a control can be included to allow the user to trigger the sound.
Closure method	An "X" cross is displayed, preferably in the upper right corner
File type	JPG, PNG, GIF, HTML5
Recommended file size	150 ko
HTML5 filetype	HTML5 in a zip file including : - GIF, JPG, PNG, SVG, CSS, JS HTML5 and clicktag specifications
Animation (loops)	max. 15 seconds
Frames per second	24 images/second (also expressed as FPS)
Maximum video and audio length	30 seconds (8 to 12 recommended)

Format :

Native Ad



Specs	Description
Ratio	1,91/1
File type	JPG, PNG
Recommended file size	150 ko
Short Title	max characters: 25
Long Title	max characters: 50
Short Body	max characters: 90
Long Body	max characters: 120
Advertiser Name	max characters: 25
CTA	max characters: 15

Format :

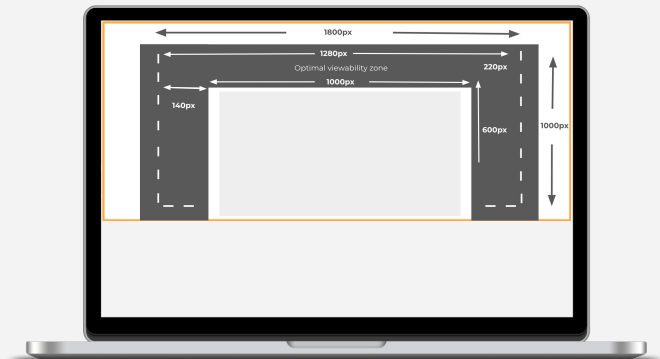
Interstitial



Specs	Description
Size	Mobile : 320X480, 480x320 Tablet : 1024x768, 768x1024
Audio	At the user's initiative - the sound must be muted in advertisements. To allow the sound in advertisements to be triggered, a control can be included to allow the user to trigger the sound.
Closure method	A closing "X" cross is mandatory, preferably in the upper right corner
File type	JPG, PNG, GIF, HTML5
Recommended file size	200 ko
HTML5 filetype	HTML5 in a zip file including - GIF, JPG, PNG, SVG, CSS, JS HTML5 and clicktag specifications
Animation (loops)	max. 15 seconds
Frames per second	24 images/second (also expressed as FPS)
Maximum video and audio length	30 seconds (8 to 12 recommended)

Format :

Skin



Specs	Description
Size	Desktop: 1800x1000
File type	JPG, PNG, GIF, HTML5
Recommended file size	250 ko
HTML5 filetype	HTML5 in a zipfile including : • GIF, JPG, PNG, SVG, CSS, JS • HTML5 and clicktag specifications
Maximum animation duration	30 seconds



Any questions ? Contact us.

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