

# Technical Specifications



# Specs Video

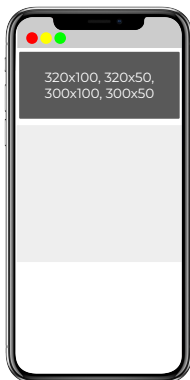
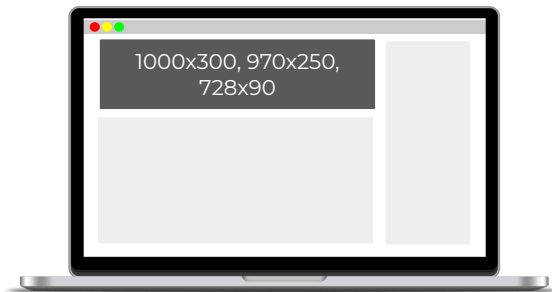
## - In Stream



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"> <li>resolution (in pixels) 1080p preferred; 480p minimum; dimensions to be adapted to player size ;</li> <li>recommended codecs for video content submission H.264/AAC, MPEG2, WMV ;</li> </ul>
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><a href="https://video.smartadserver.com/">https://video.smartadserver.com/</a>  <a href="https://developer-tools.jwplayer.com/ad-tester/">https://developer-tools.jwplayer.com/ad-tester/</a></p>

# Specs Display

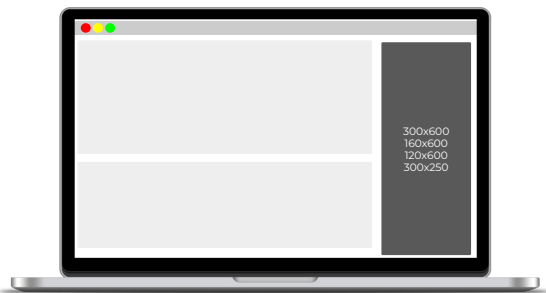
## - IAB Horizontals



Specs	Description
<b>Size</b>	Desktop : 1000x300, 970x250, 728x90 Mobile : 320x50, 320x100, 300x50, 300x100
<b>Audio</b>	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.
<b>Closing method</b>	An "X" is preferably displayed in the top right-hand corner.
<b>File type</b>	JPG, PNG, GIF, HTML5
<b>Recommended file size</b>	200 ko
<b>HTML5 filetype</b>	HTML5 in a zip file including <ul style="list-style-type: none"> <li>• GIF, JPG, PNG, SVG</li> <li>• CSS, JS</li> </ul>
<b>Animation (loops)</b>	max. 15 seconds
<b>Frames per second</b>	24 fps (also expressed in frames per second - FPS)
<b>Maximum video and audio length</b>	30 seconds (recommended 8 to 12)

# Specs Display

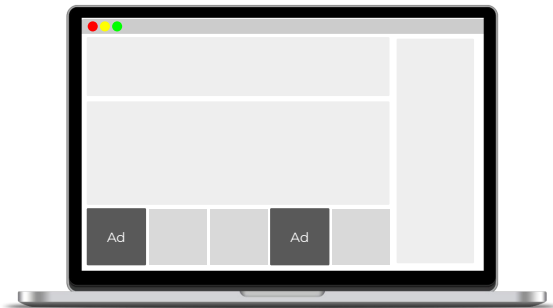
## - IAB Verticals



Specs	Description
<b>Size</b>	Desktop : 300x600, 160x600, 120x600, 300x250 Mobile : 300x250, 300x600, 320x480, 336x280
<b>Audio</b>	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.
<b>Closing method</b>	An "X" is preferably displayed in the top right-hand corner.
<b>File type</b>	JPG, PNG, GIF, HTML5
<b>Recommended file size</b>	150 ko
<b>HTML5 filetype</b>	HTML5 in a zip file including <ul style="list-style-type: none"> <li>GIF, JPG, PNG, SVG</li> <li>CSS, JS</li> </ul>
<b>Animation (loops)</b>	max. 15 seconds
<b>Frames per second</b>	24 fps (also expressed in frames per second - FPS)
<b>Maximum video and audio length</b>	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

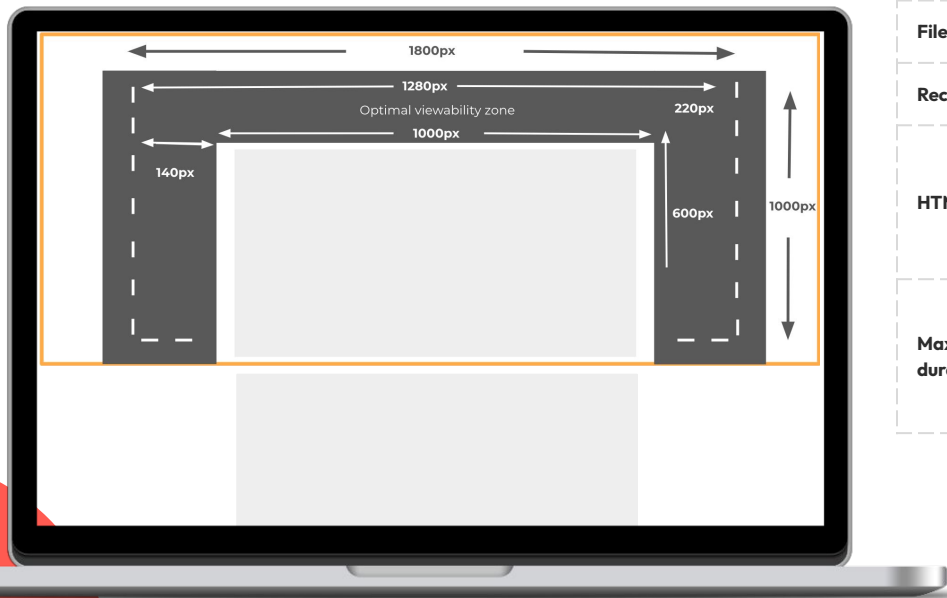
## - Interstitial



Specs	Description
<b>Size</b>	Mobile : 320x480, 480x320 Tablette : 1024x768, 768x1024
<b>Audio</b>	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.
<b>Closing method</b>	An "X" is preferably displayed in the top right-hand corner.
<b>File type</b>	JPG, PNG, GIF, HTML5
<b>Recommended file size</b>	200 ko
<b>HTML5 filetype</b>	HTML5 in a zip file including <ul style="list-style-type: none"> <li>• GIF, JPG, PNG, SVG</li> <li>• CSS, JS</li> </ul>
<b>Animation (loops)</b>	max. 15 seconds
<b>Frames per second</b>	24 fps (also expressed in frames per second - FPS)
<b>Maximum video and audio length</b>	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"><li>GIF, JPG, PNG, SVG</li><li>CSS, JS</li></ul>
Maximum animation duration	30 seconds



**Thank You** 



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