

# Creative Guidelines



## Targeted Display Ad Sizes

- 300x600
- 160x600
- 300x250
- 336x280
- 320x50
- 728x90



## File Formats

Creative Weight: Under 40KB (.JPG), under 200KB (HTML 5)

Creative Type: Static, standard, rich (non-expanding)

## Notes

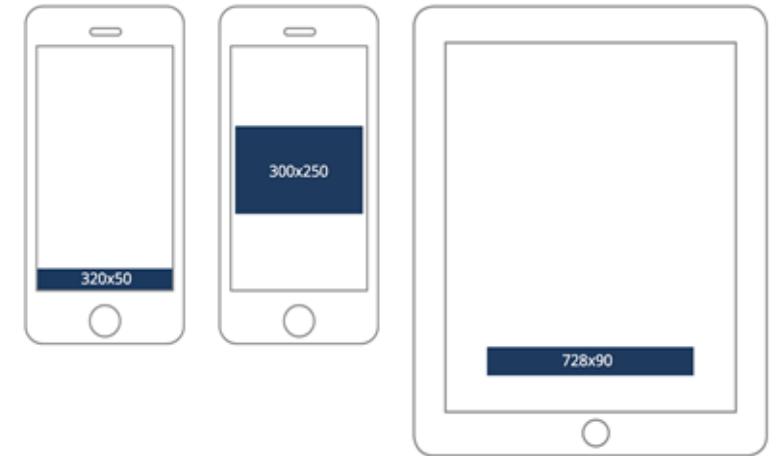
Max Animation: 15-seconds

Max Loops: 3

Max Frame-Rate: 24fps

## Geofencing Ad Sizes

- 300x250
- 728x90
- 320x50



## File Formats

Creative Weight: Under 40KB (.JPG, .PNG, .GIF)

## Notes

Max Animation: 30-seconds



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