

Full Signal Media

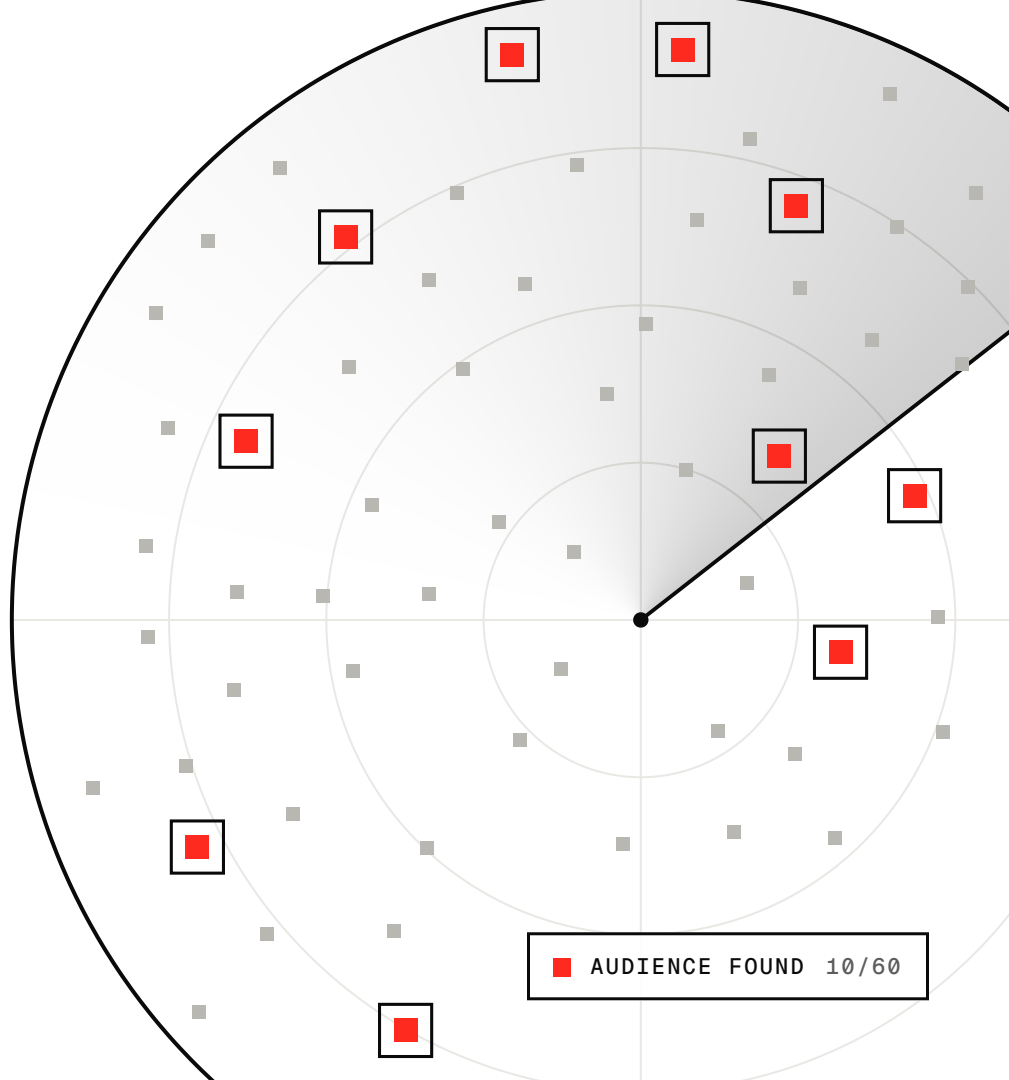
Creative spec sheet.

DISPLAY · VIDEO · CTV · NATIVE · AUDIO

AD FORMAT TECHNICAL REQUIREMENTS



Clear Signal. Right Audience.



Standard display banners

File sizes, formats and animation guidelines for static and HTML5 creatives.



AD SIZES & MAX FILE SIZE

300×250	Medium Rectangle — Desktop & Mobile	60 KB max
728×90	Leaderboard	60 KB max
300×600	Half Page	60 KB max
160×600	Wide Skyscraper	60 KB max
300×50	Mobile Banner	30 KB max
320×50	Mobile Banner	30 KB max

FILE FORMATS

Accepted JPG, PNG, GIF, HTML5, Third-Party Ad Tags

ANIMATION RULES

Types	GIF or HTML5
Duration	15 seconds maximum
Loops	3 loops maximum
Frame rate	No faster than 5 fps

HTML5 SPECIFICATIONS

Initial load	≤ 200 KB
Polite / subload	Up to ~500 KB
Animation cap	15 seconds
CPU usage	≤ 30%
Compliance	SSL-compliant; click tag required



NOTE

The 60 KB / 30 KB caps apply to static (initial) image assets. HTML5 creatives receive additional headroom via polite loading.

In-stream video — pre-roll

Desktop & Mobile · Skippable & Non-Skippable



FORMAT & DELIVERY

Durations	:15, :30
Aspect ratio	16:9
Resolution	1920 × 1080 recommended · 1280 × 720 minimum
File format	MP4 (H.264) primary · MOV, FLV via VAST
Max file size	200 MB (up to 512 MB for VAST-served assets)
Bitrate	≥ 2,500 Kbps for HD · 600 Kbps minimum
Frame rate	24–30 fps
Audio	AAC or MP3 · Stereo · 128 Kbps+ · 44.1 or 48 kHz

TAG TYPES

Tags	VAST 2.0 / 3.0 / 4.x · VPAID 2.0 JS (web/mobile only)
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COMPANION BANNERS (OPTIONAL)

Sizes	300 × 250 · 728 × 90
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QUICK REFERENCE

DURATIONS :15 / :30	ASPECT RATIO 16:9
RES. (REC.) 1920×1080	RES. (MIN.) 1280×720
FILE FORMAT MP4 (H.264)	MAX SIZE 200 MB
BITRATE ≥ 2,500 Kbps	FRAME RATE 24–30 fps

AUDIO SPECS

Codec	AAC or MP3 · Stereo · 128 Kbps+ · 44.1 or 48 kHz
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Connected TV (CTV) / OTT

High-quality linear-style ads served to streaming TV devices.



TECHNICAL SPECIFICATIONS

Durations	:15 or :30 (some publishers accept :06 and :60)
Resolution	1920 × 1080 required · 1280 × 720 minimum
Aspect ratio	16:9 — no letterboxing or pillar-boxing; deliver native 16:9
Frame rate	23.976, 24, 25, 29.97, or 30 fps (constant)

File format	MP4 (H.264, High Profile)
Max file size	200 MB
Bitrate	10–20 Mbps recommended · 15 Mbps typical target · 8 Mbps minimum
Audio	AAC-LC · Stereo · 128–320 Kbps · 48 kHz · –24 LKFS loudness

AD SERVING & TAGS

Tags	VAST 2.0 / 3.0 / 4.x — VPAID not supported on CTV
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CLICK-THROUGHS

Note	Not supported on CTV — QR codes in-creative are a common workaround
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REQUIRED

VPAID is not supported on CTV. Letterboxing / pillar-boxing is not allowed — all creatives must be delivered in native 16:9.

Native video

In-feed native ads.



VIDEO FILE REQUIREMENTS

Max file size	300 MB
Durations	:06–:60 (≤ :30 recommended)
Aspect ratio	16:9 landscape · 9:16 portrait (Native Portrait Video)
Resolution	1280 × 720 landscape · 720 × 1280 portrait
File format	MP4 (H.264) recommended · MOV also accepted
Bitrate	≥ 2,500 Kbps recommended
Audio	AAC · Stereo · 128 Kbps+
Tags	VAST 2.0 / 3.0 / 4.x

COMPANION IMAGE

Main	1200 × 627 px · JPG/PNG/GIF (no animation) · ≤ 2 MB
Mobile / square	627 × 627 px

BRAND LOGO

Minimum size	82 × 82 px
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TEXT LIMITS

Advertiser name	≤ 25 characters
Title	≤ 50 characters
Description	≤ 200 characters
File formats	JPG / PNG / GIF (no animation)

LANDSCAPE VS PORTRAIT

 1280 × 720 LANDSCAPE 16:9 · MIN.	 720 × 1280 PORTRAIT 9:16 · MIN.
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Audio (DSP)

Programmatic audio ad specifications.



Full Signal Media

AUDIO FILE SPECIFICATIONS

Durations	:15 or :30
File format	MP3 or AAC
Max file size	1 MB
Bitrate	128 Kbps+
Sample rate	44.1 kHz or 48 kHz · Stereo
Tag type	VAST 2.0+ with audio media file
Companion image	640 × 640 px · JPG/PNG · ≤ 200 KB (optional)

COMPANION IMAGE (OPTIONAL)

Dimensions	640 × 640 px
Formats	JPG or PNG
Max size	≤ 200 KB

QUICK REFERENCE

MAX FILE SIZE

1 MB

BITRATE

128+ Kbps

DURATIONS

:15 / :30

TAG TYPE

VAST 2.0+

At-a-glance summary

Key specs across all ad formats.



FORMAT	DURATION	FILE FORMAT	MAX SIZE	RESOLUTION / SIZE	TAGS
Standard Display	15 sec (anim.)	JPG, PNG, GIF, HTML5	30–60 KB	300×250 → 320×50	3rd-party ad tags
In-Stream Video	:15, :30	MP4 (H.264)	200 MB	1920×1080 rec.	VAST / VPAID
CTV / OTT	:15, :30	MP4 (H.264 High)	200 MB	1920×1080 req.	VAST only
Native Video	:06–:60	MP4, MOV	300 MB	1280×720 min.	VAST
Audio	:15, :30	MP3, AAC	1 MB	640×640 companion	VAST 2.0+