

Improve Digital Ad Specifications

Video - Display – Mobile



Video

	In -Stream (Pre, Mid, Post Roll)	Out-Stream (In-page)
Max Ad Length	No max	No max
Ad Format	MP4,Web M, 3GP	MP4,Web M, 3GP
Maximum File Size(ID hosted)	20 MB	20 MB
Video Aspect Ratio	16:9 and 4:3	16:9 and 4:3
Video Frame Rate	24-25 or 29-30	24-25 or 29-30
Video Player	N/A	Improve Digital
3rd Party/Improve Digital served	Both possible	Both possible
Tracking Pixel	Yes	Yes
3rd Party Tracking Tags?	Yes	Yes
Vast Compliant	Yes	Yes
Rich Media Enable	VPAID only	VPAID only
Close button Required?	No	No, optional in ID player
Max Bits/Second	1200 Mbps	1200 Mbps
Codec	H.264 /AAC	H.264 /AAC
Audio (auto or User-Initiated)	Both possible	User
Audio Code	AAC	AAC
Click through	URL and redirect	URL and redirect
Click through URL limit	Browser dependent	Browser dependent

*[All ads must be in compliance with IAB Mobile Advertising Guidelines](#)



Display

	Rectangle	Skyscraper	Leaderboard/Billboard	Half Page	Other
Unit Size(s)	Large 336x280 and Medium 300x250	Wide 160x600 and 120x600	Leaderboard 728x90 Billboard 970x250	300x600	There are ±300 other sizes in our system. We can create any size desired.
Ad Format	PNG, JPG, GIF, Flash (SWF), HTML5	PNG, JPG, GIF, Flash (SWF), HTML5	PNG, JPG, GIF, Flash (SWF), HTML5	PNG, JPG, GIF, Flash (SWF), HTML5	PNG, JPG, GIF, Flash (SWF), HTML5
Maximum File Size(ID hosted)	200 KB	200 KB	200 KB	200 KB	200 KB
3rd Party/Improve Digital Served?	Both possible	Both possible	Both possible	Both possible	Both possible
Tracking Pixel	Conversion, impression	Conversion, impression	Conversion, impression	Conversion, impression	Conversion, impression
3rd Party Tracking Tags?	Yes	Yes	Yes	Yes	Yes
Rich Media Enable	As Third Party tag	As Third Party tag	As Third Party tag	As Third Party tag	As Third Party tag
Click through URL limit	Browser specific	Browser specific	Browser specific	Browser specific	Browser specific
Click through	URL and redirect	URL and redirect	URL and redirect	URL and redirect	URL and redirect
Max animation Length	15 sec	15 sec	15 sec	15 sec	15 sec

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Mobile

	MRAID	Interscroller	Display
Unit Size(s)	Per Format	Full-screen or Custom width	There are ±300 other sizes in our system. We can create any size.
Ad Format	Interstitial, Banner, Resizable, Expandable and Rich Media	Interscroller	PNG, JPG, GIF, Flash (SWF), HTML5
Maximum File Size(ID hosted)	200 KB	200 KB	200 KB
3rd Party/Improve Digital Served?	Both possible	Both possible	Both possible
Expand Direction	Yes	No	No
Close Button Required?	Yes	No	N/A
Video (Auto or user-initiated)	Optional - Rich Media	N/A	N/A
Audio (auto or User Initiated)	User Initiated	User Initiated	User Initiated
Click through URL limit	Browser specific	Browser specific	Browser specific
Max animation Length	15 seconds	15 sec	15 sec

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