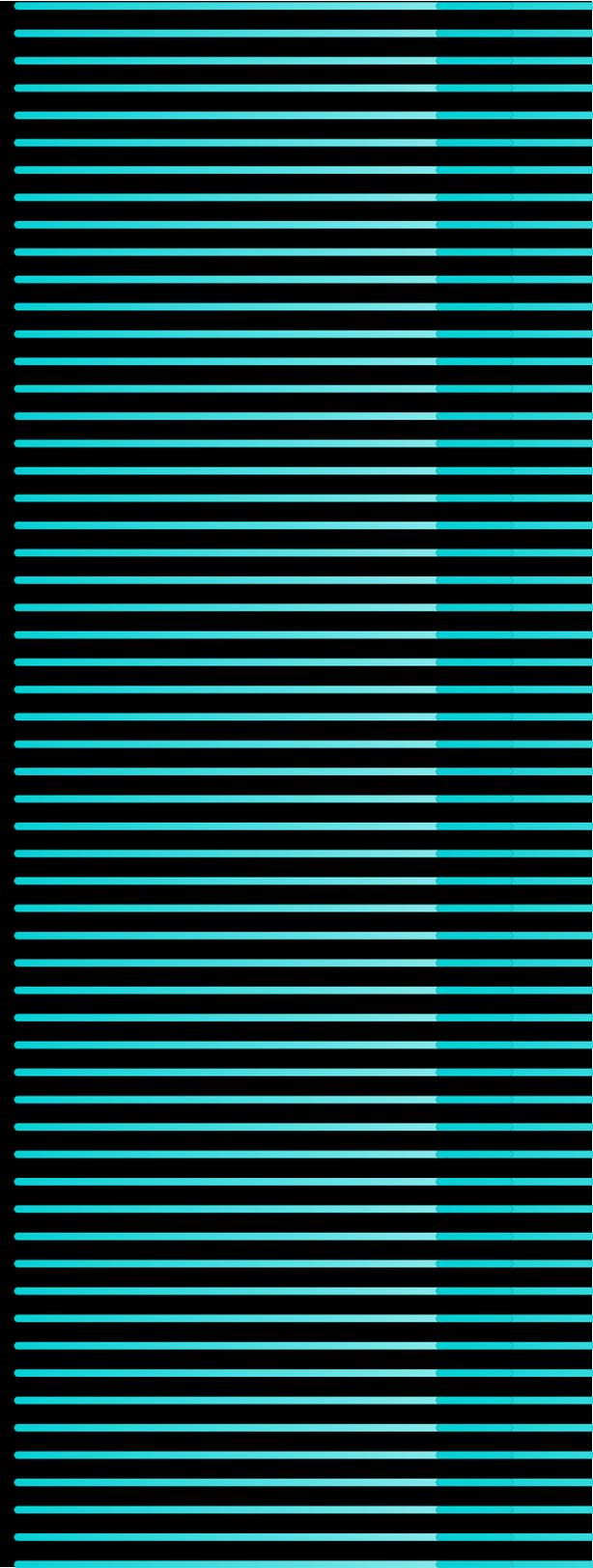# Guidelines and Specifications for Digital Advertising on the Amobee Platform

October 2018

AMOBEE

Turn rich data into high-performance campaigns
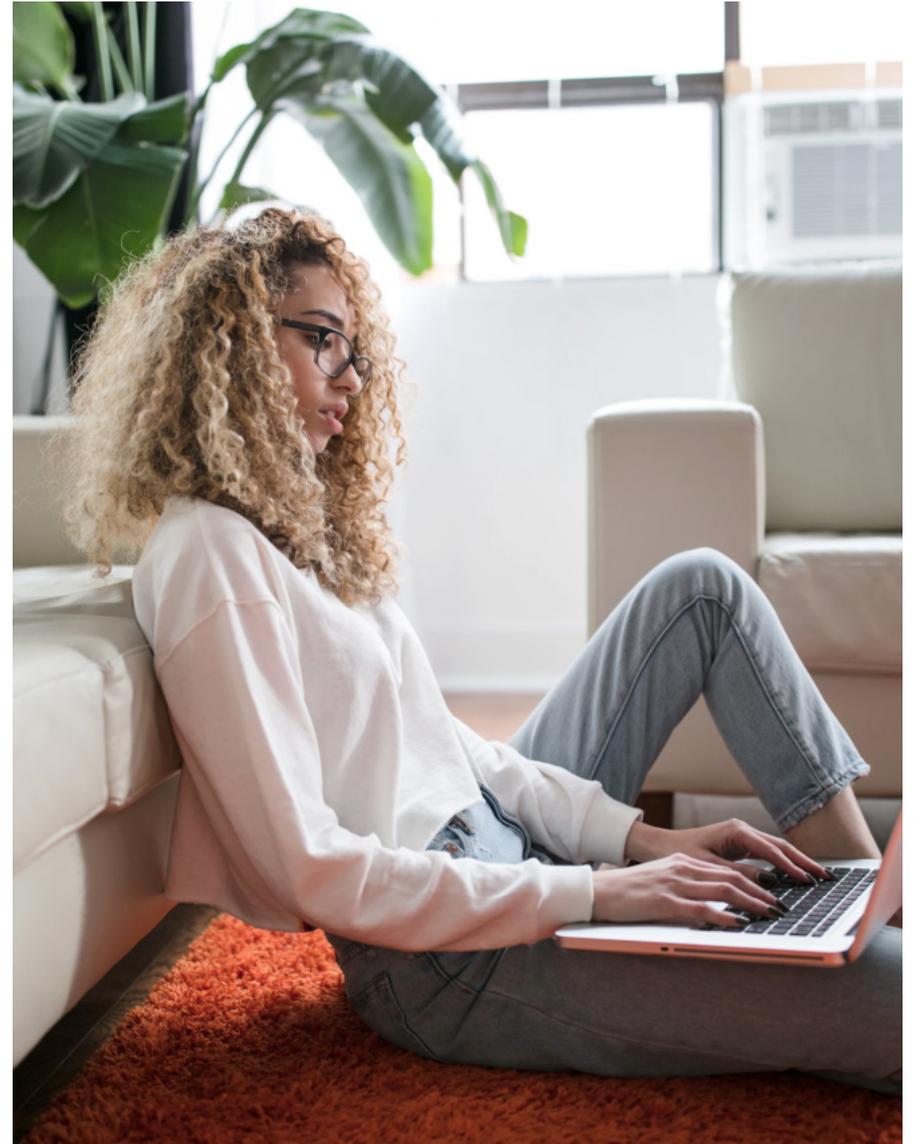
Today's consumers move fluidly from one device to another, from smartphone to PC to tablet and back again. Your ads should reach them wherever they happen to be in that flow, with creative that's tailored to the person, the device, the time of day, and even the geographic location.

Amobee enables you to engage your audiences where and when it matters. Backed by powerful algorithms and up-to-the-millisecond response rates, our platform tells you in real time how your ads are performing and why. The result? High-impact, audience-first campaigns that deliver consistent, directly relevant consumer experiences across channels and devices.

This document outlines the wide selection of ad formats you can traffick to web and mobile app inventory. From traditional banners to cutting-edge interactive ads, you can even setup tests to quickly determine which creative can help you generate the best engagement rates with your audience and optimize their path to purchase. The Amobee DSP also supports social, native, and dynamic creative on a managed service basis.

If you have questions about creating optimized audience-first campaigns or want to inquire about managed services, please contact your Amobee account manager, or email us at support@amobee.com.

Table of Contents

Banners

Overview

Standard Banner

Standard banner ads come in a variety of sizes and are one of the most dominant and prevalent ad formats available to advertisers. This form of advertising often contains text and can include static or animated images (i.e., Flash, HTML5, GIF, JPG). Standard banners can be delivered to desktop browsers, mobile browsers, and mobile apps.

Rich Media

Rich media banners allow users to interact with your ads (as opposed to simply animating). When clicked or tapped, many types of external sites or services can be initiated (call, download, app store, landing page, tweet, etc.) to drive user action. These advertisements function as banners, as well as transitionals and various over-the-page units such as page takeovers and tearbacks. They can be used singularly or in combination with various technologies including, but not limited to, sound, video, or Flash, and with programming languages such as Java, JavaScript, and DHTML.

IAB Rising Stars Ad Units

These brand-centric rich media ad units tap into the breadth of cutting-edge technology available today, providing new tools that resonate with consumers and serve as powerful vehicles for advertisers.

Rising Stars units give you access to optimal, prominent creative space and provide your audiences with richly engaging experiences. They allow for a myriad of creative and content possibilities, as well as varying levels of interactivity. With Rising Stars units, you can provide an engaging branded experience.

Standard and rich media banners

Guidelines and specifications

To see these sizes illustrated on different devices, see pages 14–17.

Format	Size	Display Browser	Mobile Browser	Mobile App
Small Banner	120×20		x	x
	120×90	x	x	x
Small Square	120×120	x		
	120×240	x		
Skyscraper	120×600	★	★	★
	140×350	x		
Wide Skyscraper	160×600	★	★	★
Medium Banner	168×28		x	x
Rectangle	180×150	x		
	180×460	x		
	180×500	x		
Square	200×200	x	★	★
Large Banner	216×36		x	x
	227×69	x		
Half Banner	234×60	x		
Vertical Rectangle	240×400	x		
Square Pop-Up	250×250	x		
	250×360	x		
Mobile Banner	300×50	x	x	x
	300×100	x		
Medium Rectangle	300×250	★	★	★
	300×300	x		
	300×480	x		
Half Page	300×600*	★	★	★
	300×900	x		
Portrait	300×1050*	x		
Mobile Banner	320×50	★	★	★
	320×100		x	x
	320×150	x		
	320×240	x	x	x
	320×320	x		
	320×480	x	★	★
Large Rectangle	336×280	★	★	★
Full Banner	468×60	★	★	★
	468×400	x		

Format	Size	Display Browser	Mobile Browser	Mobile App
	480×250	x		
	480×300	x		
	480×320	★	★	★
	480×400	x		
	580×400	x		
	640×200	x	x	x
	640×480	x		
	720×480	x		
Leaderboard	728×90	★	★	★
	750×200	x		
	750×300	x		
	768×1024		★	★
	800×80	x		
	800×250	x		
	840×150	x		
	840×250	x		
	888×600	x		
Billboard	930×180	x		
	930×600	x		
	950×100	x		
	970×66	x		
	970×90*	x	x	x
	970×100	x		
	970×250*	x	x	x
	970×500	x		
	975×300	x		
	980×50	x		
	980×80	x		
	980×300	x		
	980×150	x		
	980×240	x		
	980×300	x		
	1000×40	x		
	1000×90	x		
	1000×300	x		

Format	Size	Display Browser	Mobile Browser	Mobile App
	1024×768	x	★	★
	1800×1000	x		

Use the bid forecaster within Amobee DSP to see the complete list of available sizes.

Standard Banner Guidelines

All content and submission guidelines apply (see pages 19–20).

Maximum Frame Rate	24fps	
Maximum File Size	150KB initial load; 2.2MB total load size	
Amobee Ad Server Formats	GIF, JPG, PNG, SWF, HTML5	GIF, JPG, PNG, HTML5
Third-Party Ad Server Formats		

Rich Media Banner Guidelines

All content and submission guidelines apply (see pages 19–20), as well as the following: Ads cannot expand.

Maximum File Size	150KB initial load; 2.2MB total load size		
Third-Party Ad Server Formats	HTML5, SWF	HTML5	MRAID

*IAB Rising Stars unit. Refer to page 6 for more details.
★ Most popular formats to maximize available inventory.

IAB rising stars ad units

Guidelines and specifications

Amobee currently supports the following Rising Stars units:

- Billboard (970×250)
- Filmstrip (300×600)
- Portrait (300×1050, 300×3000 expanded)
- Pushdown (970×90, 970×415 expanded)

Prerequisites

- Requires a third-party (non-Amobee) ad server.
- Deal ID participation: A Private Marketplace Agreement is recommended to guarantee access to all available Rising Stars units. Access to Rising Stars impressions is possible without such an agreement; however, support for these units is at the discretion of each individual ad exchange.
- Mapping file—for beta units only (an Excel spreadsheet that maps a standard creative size to a Rising Stars unit).

Please see complete details and technical specifications for IAB Rising Stars units at www.iab.com/risingstars.

*Mobile only; requires Deal ID

This is a partial list of the top publishers available who support Rising Stars units. Please check with each ad exchange for a complete list.

| Publisher	Ad Exchange	Billboard	Filmstrip	Portrait	Pushdown
About.com	Index Exchange	x		x	
AccuWeather	AdX, PubMatic	x	x	x	x
AerServ	Rubicon			x	
BBC	AdX	x	x		
Bleacher Report	AdX	x	x		
Bloomberg	PubMatic	x	x	x	x
Business Insider	AdX	x	x		
CafeMom	Index Exchange	x		x	
CNN	AdX	x	x		
Daily Mail Online	Index Exchange	x			
De Persgroep	Rubicon	x	x		
De Telegraaf (NL)	Rubicon	x	x		
Factory Media	PubMatic	x	x	x	x
FlightAware	Rubicon	x			x
Forbes	AdX	x	x		
Guardian Media Group	Rubicon	x	x		
Hearst Magazines	Index Exchange	x			
Hearst News	Index Exchange	x		x	
InMobi	Rubicon			x*	
La Place Media	Rubicon	x	x		
Mode Media	PubMatic	x	x	x	x
NY Post	Rubicon	x	x	x	x
Scout	PubMatic	x	x	x	x
SheKnows	Rubicon	x	x	x	x
Snopes	PubMatic	x	x	x	x
Spotify	Rubicon	x			
StudyBreak Media	Index Exchange	x			
Trinity Mirror	Rubicon	x		x	
Turner Digital	Rubicon	x	x		
TV Tropes	PubMatic	x	x	x	x
USA Today	AdX, PubMatic	x	x	x	x
Vox Media	Rubicon	x			
Wall Street Journal	AdX	x	x		
Weather.com	AdX	x	x	x	
The Weather Channel	Index Exchange	x			
Weather Underground	AdX	x	x		
Wikia	Rubicon	x	x	x	
xAd	Rubicon			x*	

Expandable banners

Overview

Expandable banners increase in size to provide more content in response to an action taken by the viewer (click, rollover, tap, etc.). They support highly engaging and sophisticated creative without forcing the consumer to leave the publisher's content.
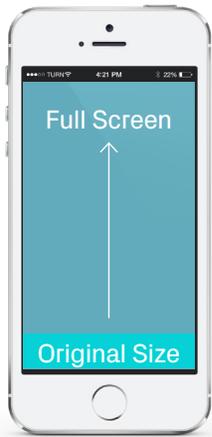
The expandable banner is an extremely popular ad format that offers support for advanced, highly effective ad features, multiple pages, and detailed media, ad, and video metrics.
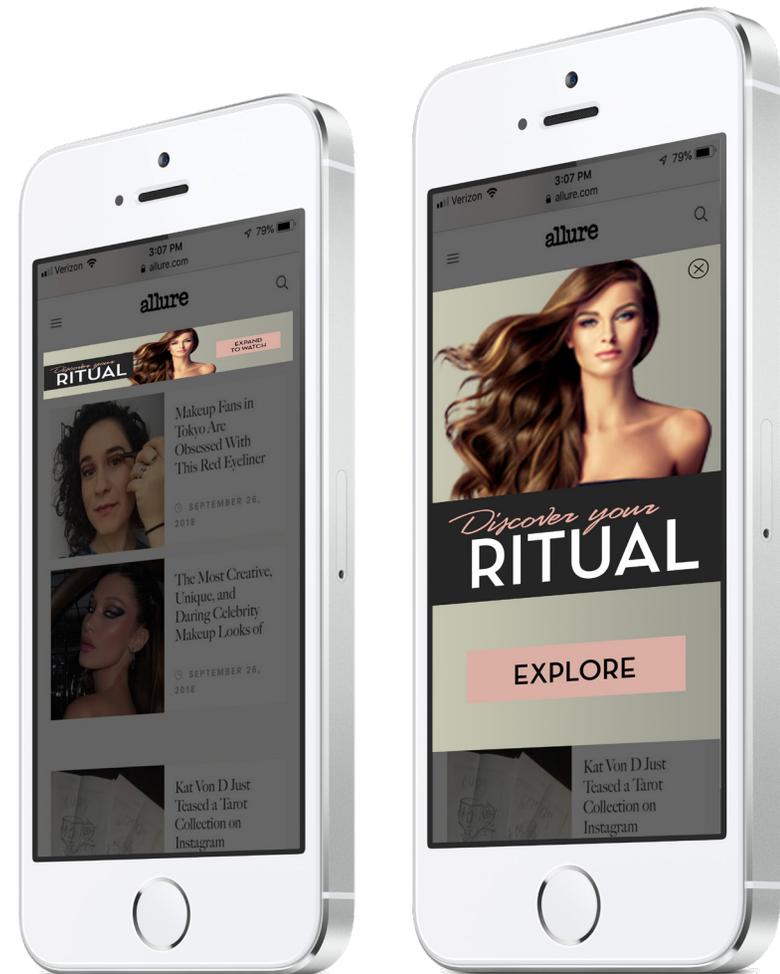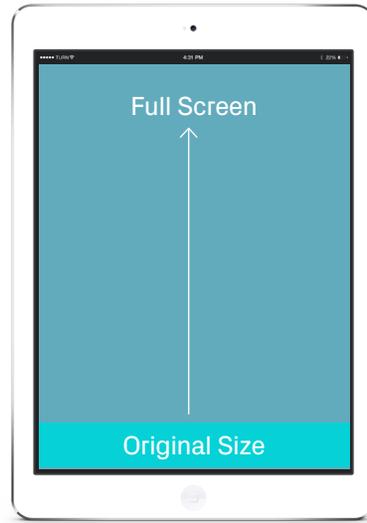
Expandable banners

Guidelines and specifications

Smartphone

Tablet

Display
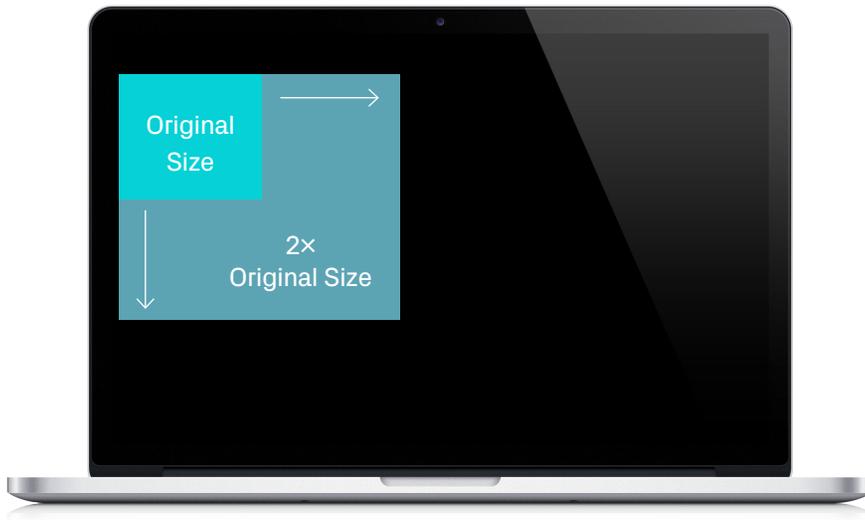
	Display	Mobile	
	Browser	Browser	App
Original Size	All standard banner sizes are supported		
Maximum Expansion Size	2× initial ad size	Full screen, based on type of device	
Maximum File Size	150KB initial load; 2.2MB total load size		
Third-Party Ad Server Formats	HTML5, SWF	HTML5	MRAID

Use the bid forecaster within Amobee DSP to see the complete list of available sizes.

Guidelines

All content and submission guidelines apply (see pages 19–20), as well as the following:

• The ad must be hosted by an Amobee-certified rich media ad server.
• A prominent close button (x) is required.
• All text on control buttons displayed on a non-mobile browser requires font size 16 or bigger (close button (x), play, rewind, pause, volume).
• Audio and expand must be user-initiated (rollover or click-to-expand).
• The maximum auto-play video length is 15 seconds.
• Relooping must be user-initiated.
• The maximum auto expansion cycle is 3 seconds.

Mobile:
• After user taps to engage with a rich media ad unit, there are no limitations for video or audio duration or looping.

Response mechanisms can include, but are not limited to:
• Tap-to-call: initiate a phone call.
• Tap-to-download: initiate an app download.
• Tap-to-video: launch the device's media player.
• Tap-to-web: redirect the user to a landing page on a mobile site.
• Tap-to-map: launch a local map using location information passed via rich media creative.

Additional support for all components and custom interactions is available, as defined by approved ad servers.

Interstitial banners

Overview

Highly effective at grabbing a mobile user's attention, interstitials are full-screen ad panels that appear before, after, or in-between pages of content. They provide luxury ad real estate that incorporates engaging features while capturing in-depth analytics, ranging from ad engagement to best-in-class video metrics.
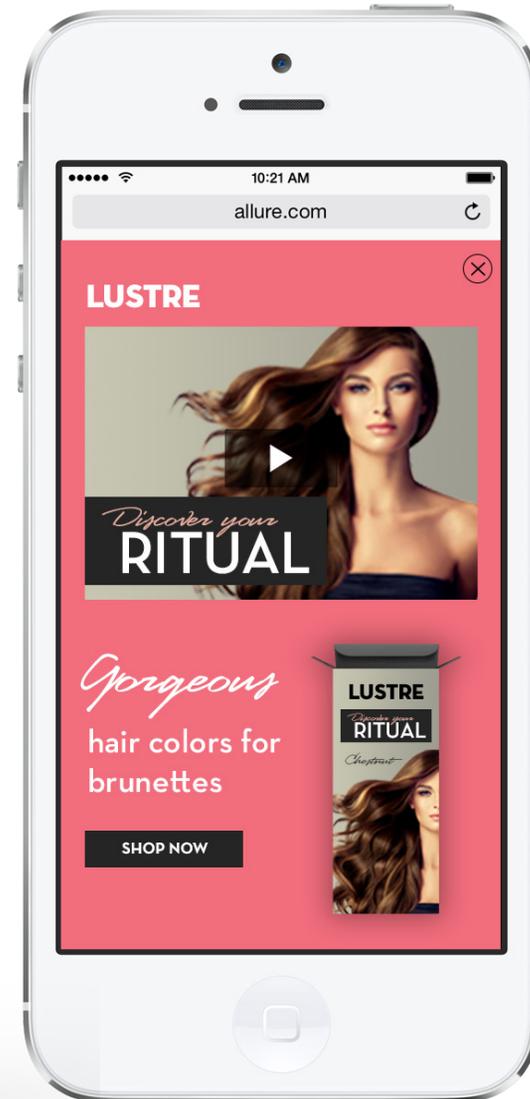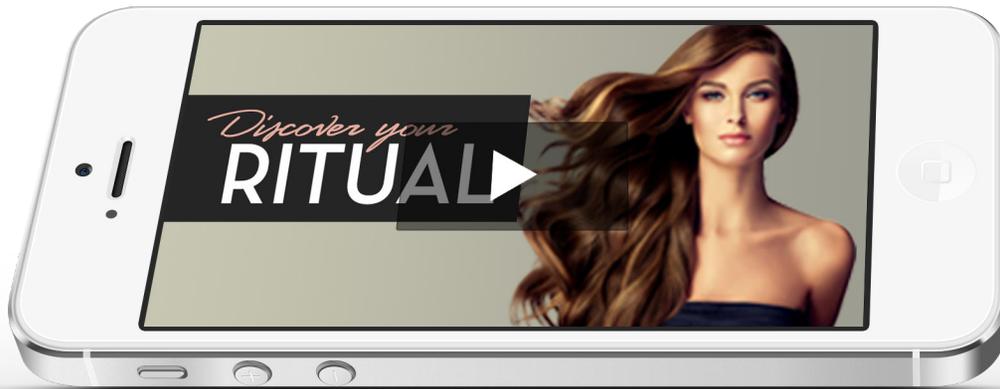
Interstitial banners

Guidelines and specifications

320×480

480×320

768×1024

1024×768

Format	Size*	Mobile	
		Browser	App
Mobile Portrait Interstitial	320×480	x	x
Mobile Landscape Interstitial	480×320	x	x
Tablet Portrait Interstitial	768×1024	x	x
Tablet Landscape Interstitial	1024×768	x	x
Amobee Ad Server Formats	Static		
Third-Party Ad Server Formats	Static, Rich Media		

Use the bid forecaster within Amobee DSP to see the complete list of available sizes.

* Interstitials designed to be dynamically responsive in size to fill any screen may be trafficked as a flexible unit when using a third-party ad server who supports this capability.

Guidelines:

All content and submission guidelines apply (see pages 19–20), as well as the following:

• A close button is required on interstitials.

Native ad units

Guidelines & specifications

	Display	Mobile	
	Browser	Browser	App
Ad Image Size	1200×1200 recommended; 500×500 minimum		
Ad Server Formats	JPG, PNG		
Logo Size & Formats	300×300 required; PNG recommended or JPG		
Maximum File Size	Under 2MB		

Guidelines

All content and submission guidelines apply (see pages 19–20), as well as the following:

Logo requirements:
- Size requirements: 300×300 minimum
- Format: PNG recommended, but will accept JPG files
- Notes: Light and dark versions preferred, but not required

Ad image requirements:
- Size requirements: 1200×1200 recommended; 500×500 minimum
- Format: JPG, PNG
- Notes: The image should be static with no logos, and free of text with one focal point to prevent distortion as the creative is dynamically resized

Tag requirements:
- Click tracker
- Impression tracker (1×1 image only)

Optional tracking:
- 1 third party tracker (1×1 image only) can be used in addition to the impression tracker
- MOAT, Integral Ad Science, comScore, or DoubleVerify Viewability trackers (JavaScript only) can be used

IAS pixels must be provided in the JavaScript .append version, created manually by IAS, in order to track viewability.
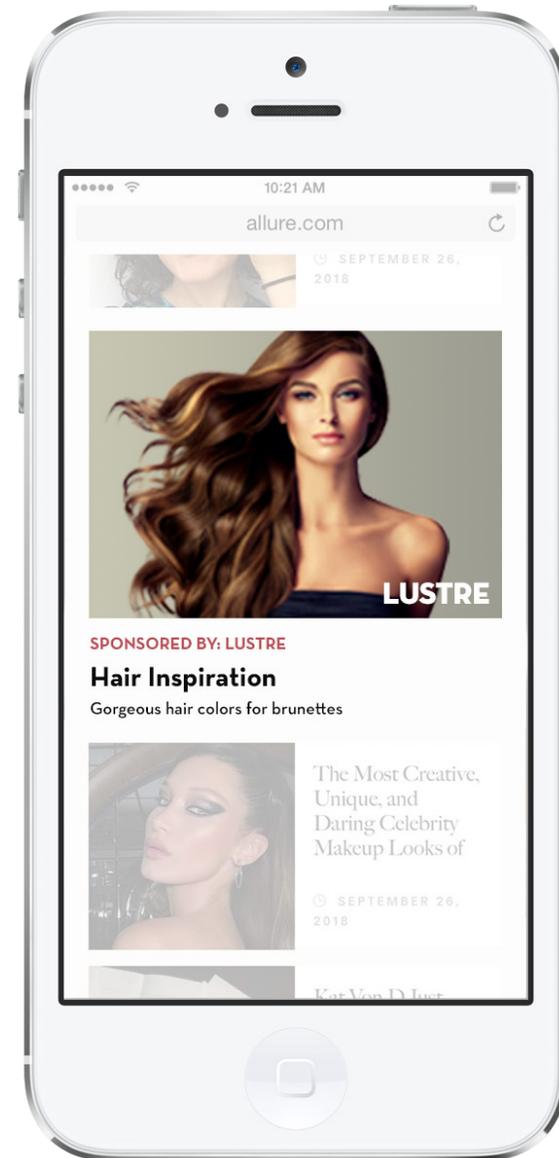
Video ads

Overview

In-stream video—VAST
In-stream video ads leverage sight, sound, and motion to captivate your audiences across screens. Especially valuable for influencing brand metrics, these ad formats can be delivered before, after, or in-between video content anywhere video players are applicable, across devices.

In-stream video—VPAID
For more dynamic, interactive in-stream video ads, Amobee also supports VPAID ad formats that can include components such as overlays, social media links, etc. This allows you to take advantage of all the benefits of VAST, while taking it to another level by including additional features that engage your audience.

Out-stream video—Flash* or HTML5
Out-stream video is an immersive format in which video ads play within editorial content, outside of a video content and player. Out-stream ads may be embedded into page content and are designed to be highly viewable.

In-banner video—Flash* or HTML5
In-banner video ads are rich media banners that automatically play a video when the impression is served. These videos cannot expand beyond the boundaries of the banner ad, but can include a link to drive users to take action.
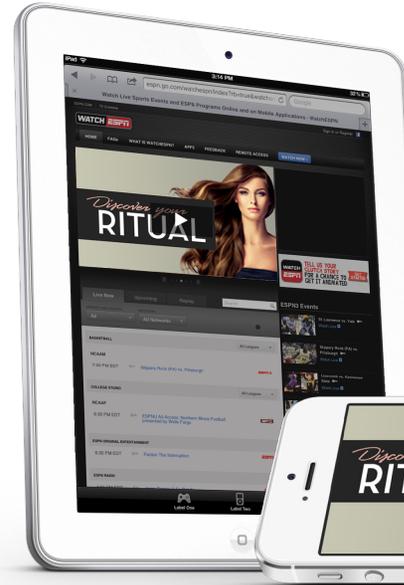
In-banner
Flash or HTML5

VPAID

VAST

Outstream
Flash or HTML5

*HTML5 is replacing Flash as the default format for media playback on all major web browsers (supporting both display and video). When using Flash, we recommend also including an HTML5 version to increase scale.
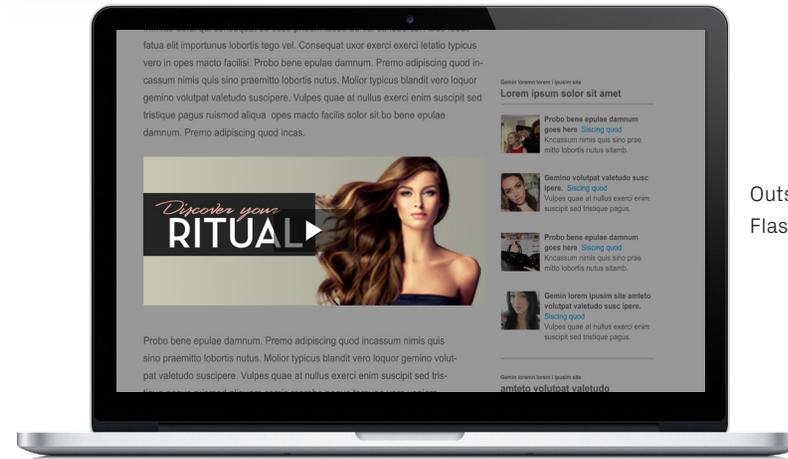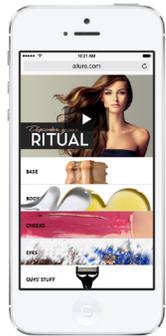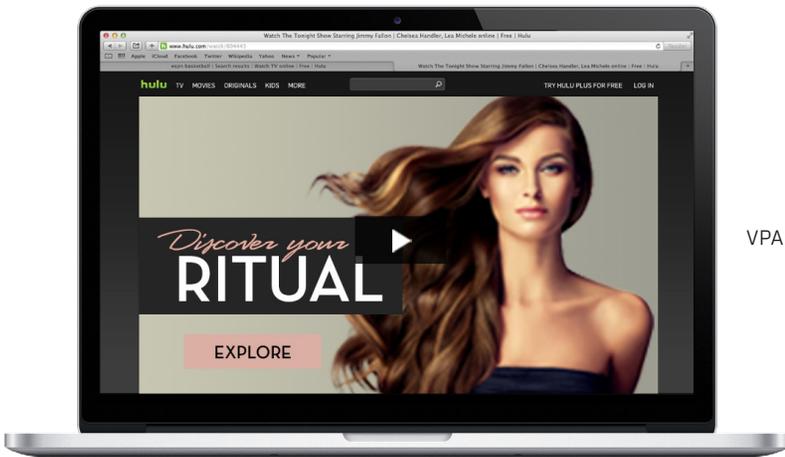
Video ads

Guidelines and specifications

VAST
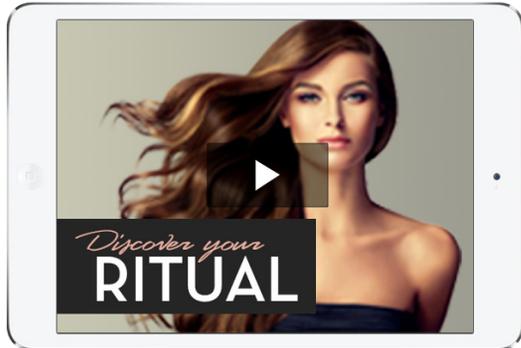
VPAID

	Video		Display
	Browser	App*	Browser
Placement	In-stream, Out-stream	In-stream	In-banner
Insertion Point	Pre-roll, mid-roll, post-roll	Pre-roll	n/a
Maximum Ad Display Duration	:15, :30, :60	:15 (recommended), :30	:15 (auto-play)
Ad Size	Aspect ratio can be 4:3 (standard screen) or 16:9 (wide screen)		300×250 recommended; any banner size can be supported
Maximum Frame Rate	n/a		24fps
Maximum File Size	n/a	n/a	150KB initial load; 2.2MB total load size
Amobee Ad Server Formats	VAST 2.0 FLV, HTML5, MP4, or WebM are required	VAST 2.0, VPAID 2.0 MP4 or WebM are required	n/a
Third-Party Ad Server Formats	VAST 3.0, VPAID 2.0 FLV, HTML5, MKV, MOV, MP4, MPEG-1, MPEG-2, OGG, WebM, and WMV files are supported	VAST 2.0, VPAID 2.0 MP4 required	SWF, HTML5

*Video can also be served to a mobile app formatted as rich media through the mobile channel.

Guidelines

All content and submission guidelines apply (see pages 19–20), as well as the following:

• All 30-second video ad files can be run as skippable by selecting this ad format targeting option during package setup. Using this option provides access to the majority of inventory available via DoubleClick Ad Exchange which requires skippable video ads and can be trafficked in North America, Europe, and Asia/Pacific.
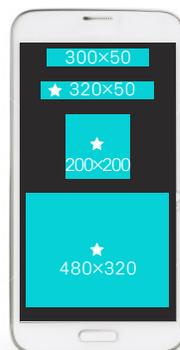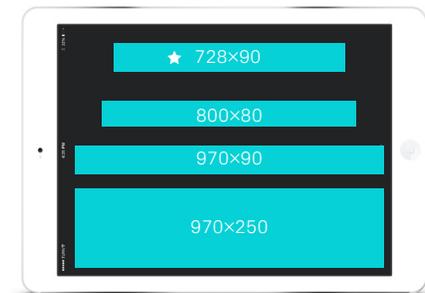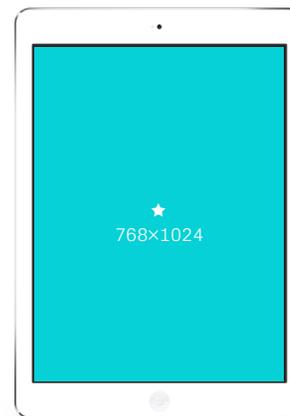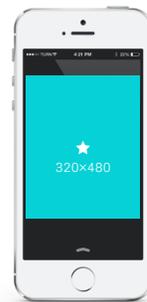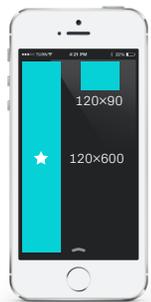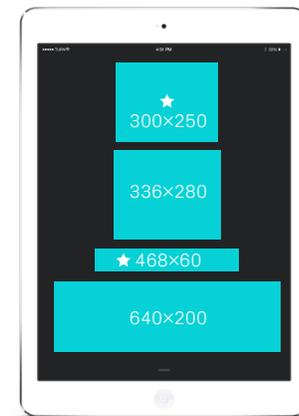
In-banner video

• The ad must be hosted by a Amobee-certified rich media ad server.
• Ads cannot expand.
• Audio must be user-initiated.
• The maximum auto-play video length is 15 seconds; unlimited for user-initiated.
• Relooping must be user-initiated.

Companion ads

• Companion ads are only supported on desktop browsers.
• 300×250 is the most common size available in inventory (recommended by Amobee).
• Click tracking for companion banners is not supported when served by third-party ad servers.

Ad sizes shown on devices

320×240

300×250

160×600

120×90

120×600

320×480

120×20
168×28
216×36

300×50
320×50

200×200

480×320

320×50

320×100

160×600 120×600

300×600*

768×1024

300×250

336×280

468×60

640×200

728×90

800×80

970×90

970×250

1024×768

*IAB rising stars unit. Refer to page 6 for more details.
★ Most popular formats to maximize available inventory.

Ad sizes shown on devices

First device (laptop):
- 120×90
- 120×120
- 120×240
- 120×600
- 200×200
- 140×350
- 160×600
- 180×150
- 180×460

Second device (laptop):
- 227×69
- 234×60
- 300×100
- 180×500
- 240×400
- 250×360
- 250×250
- 300×300

Third device (laptop):
- 300×480
- 300×250
- 300×600*
- 300×900

Fourth device (laptop):
- 320×50
- 320×80
- 320×240
- 320×150
- 320×320
- 336×280

Fifth device (laptop):
- 468×60
- 468×400
- 480×250
- 480×400

Sixth device (laptop):
- 728×90
- 750×300
- 750×200
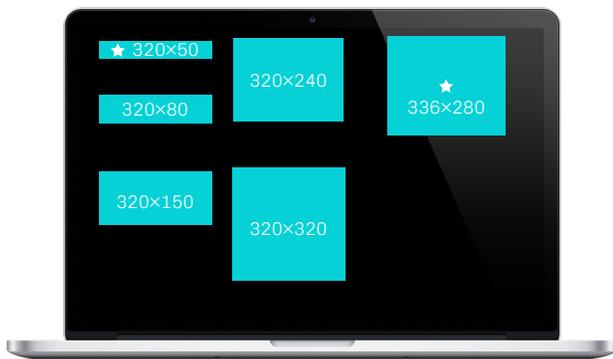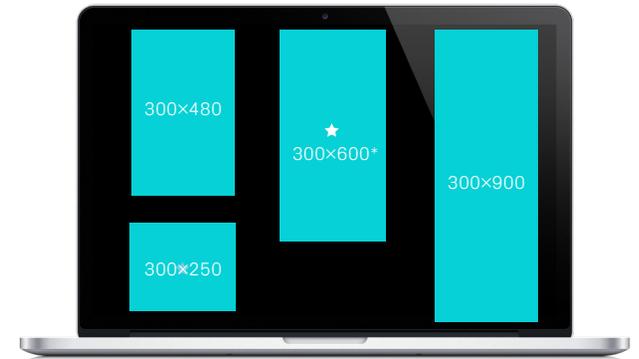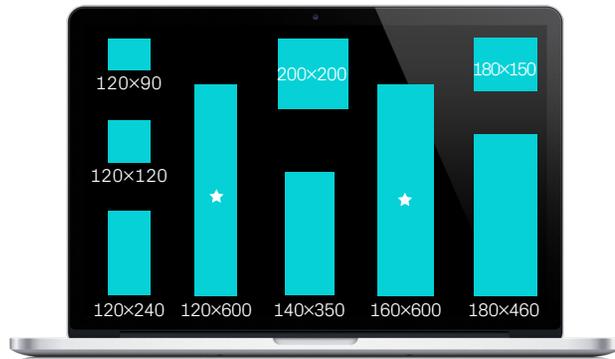
*IAB rising stars unit. Refer to page 6 for more details.
★ Most popular formats to maximize available inventory.

Ad sizes shown on devices

640×200

580×400

640×480

840×150

840×250

950×100

970×66

970×90

888×600

970×100

970×500

975×300

980×50

980×80

980×150

980×300

930×600

1000×40

★ Most popular formats to maximize available inventory.

Ad sizes shown on devices

120×90

120×240

140×350

180×500

300×100

300×1050*

300×300

320×100

320×150

320×320

468×240

468×400

480×400

480×300

580×400

640×480

720×480

750×200

800×250

930×180

930×600

970×90*

970×250*

980×120

980×150

980×240

980×300

1000×300

1000×40

1000×90

1800×1000

*IAB rising stars unit.
Refer to page 6 for more details.

Media channel guide

The media channel is a specific medium used to reach an intended audience through advertising. Amobee currently defines media channels (e.g., display, mobile, and video) based on how the inventory is classified and sold by an exchange (i.e., inventory partner). The chart below outlines which formats are supported and which devices your ad can be viewed on when served through each channel.

Note: Although banner ads trafficked through the display channel can be served to a mobile browser, the mobile channel is the best way to access inventory specifically optimized for mobile devices, either in application or a mobile web browser.

Ad Format	Video		Display	Mobile	
	Browser	App	Browser	Browser	App
In-Stream Video					
Out-Stream Video					
In-Banner Video*					
Standard Banner					
Rich Media Banner					
Expandable Banner					
Native					
Interstitial Banner					

*In-banner video ads can be trafficked through the mobile channel as rich media.

Content guidelines

Amobee defines ad content as imagery, text, subject matter, action-related elements, and embedded functionality included in an ad creative. To ensure your ads are accepted by Amobee inventory partners and launch without delay, all advertisers must adhere to the following content guidelines. In addition, it is the responsibility of the advertiser to confirm that all ads are in compliance with applicable laws, regulations, guidelines, and policies of the country and state where the ad will be served.

Prohibited Ad Content: not allowed under any circumstance
• Obscene or pornographic material, adult material, adult services, nudity, excessive profanity
• Violent content, racial intolerance, or advocacy against any individual, group, or organization
• Illicit drugs or drug paraphernalia
• Tobacco, electronic cigarettes, smoking paraphernalia, or medical/recreational marijuana
• Promotion of illegal activity, services, or content that violate applicable laws
• Sale or promotion of weapons, firearms, or ammunition
• Content that infringes on intellectual property, copyright, and/or trademark rights
• File-sharing or torrent
• Hacking, cracking, or any service that exploits weakness in a computer system, network, or software
• System errors, alerts, or warnings
• Phishing or advertisements that seek personally identifiable information (PII)
• Counterfeit, fake, or bootleg products
• Auto-redirect (redirects to landing page upon ad load without user action)
• Auto-download (downloads file(s) upon ad load without user actions)
• Auto-play audio
• Auto-refresh
• Malware, spyware, and/or viruses
• Excessive shaking or flashing
• Animation lasting longer than 15 seconds (in the US) or 30 seconds (outside the US while in accordance with local IAB guidelines)
• Non-functional buttons or non-clickable ads
• Arbitrage including rotating multiple advertisers' content within a single ad tag and using publisher tags served as demand-side creative for the purpose of immediately selling impressions via real-time auctions
• Technologies such as Flash cookies, browser helper objects, or HTML5 local storage

Restricted Content: May be pre-negotiated, have Amobee approval, or the approval of the exchange. Please talk to your Amobee account manager before submitting any ads that contain restricted content.
• Alcoholic beverages
• Gambling, including casinos, online gambling lotteries, and other games of chance
• Pharmaceuticals, including prescription, over-the-counter, medical services, contraception, and sexual enhancement
• Weight-loss products and services
• Political or religious topics
• Financial services such as short-term or payday lending

Please refer to our website for the most up to date guidelines:
www.amobee.com/trust/advertiser-guidelines

Submission guidelines

General Ads
- All creative requires a high-contrast, 1-pixel border.
- All third-party cookies and tracking must be declared prior to launch.
- The maximum animation length in the US is 15 seconds, which can be looped up to three times.
- Creative with floating or pop-up elements will not be accepted.
- Sub-syndication is not allowed (i.e., one ad tag can only rotate one advertiser's creative).
- Ads cannot automatically redirect or launch a separate page without user interaction.
- 1×1 third-party redirect tags are supported for both impression and click tracking.
- SSL compliant creatives are required for trafficking secure inventory. DoubleClick Ad Exchange requires all creative (including tags) trafficked to their inventory to be SSL compliant.
- Ad exchanges expressly prohibit the use of creative that portrays imitation features or alerts, including but not limited to play buttons that suggest video capability, close buttons that do not close, or system messages such as Microsoft Windows alerts or virus warnings.

Flash Ads
HTML5 is replacing Flash as the default format for media playback on all major web browsers (supporting both display and video). When using Flash, we recommend also including an HTML5 version to increase scale.
- Amobee supports Flash 10 and all prior versions with ActionScript 1, 2, and 3.
- Mobile creative served by third-party ad servers cannot use Adobe Flash (.swf files).
- A clickTag must also be used with all versions of ActionScript and Flash.
- A clickTag must open in a new browser window. This is accomplished by passing "_blank" in the getURL function: getURL(clickTag, "_blank").
- There can be no external calls. Any functions that attempt to install software or access (or modify) the user's browser settings are strictly forbidden. This includes, but is not limited to, locally shared objects (LSO) technologies such as Flash cookies, browser helper objects, or HTML5 Local Storage.
- The maximum frame rate is 24fps.

HTML5 Ads
Amobee supports HTML5 creative uploads submitted in a ZIP file that contains an HTML file and local supporting assets (PNG, JavaScript, etc.) The HTML file should contain standard IAB clickTag coding outlined at https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/.

Amobee can only accept HTML files with supporting assets that have explicitly referenced local paths to the ZIP file from the HTML file. Adobe Edge files are one example of the type of file format that is not supported for Amobee-hosted creative. If you have any questions about how to format your files, please contact support@amobee.com.

Please make sure to set the clickable area in the style section of the creative code by adding the body width and height. Not doing so may result in the banner being clickable outside of the banner frame which will cause the creative to be rejected.

To ensure the clickTag works properly and adheres to IAB standards, the following code is required within the HTML file:
- The clickTag declaration code, placed in the <head> section:
  <script type="text/javascript"> var clickTag = "http://www.google.com"; </script>
- The clickTag event trigger code, placed in the <body> section:

- The <body> section must also include a closing anchor:

Note: The URL entered in the VAR clickTag will be replaced with the Amobee click-tracking string.

VPAID Ads

VPAID ad server tags and any wrapped VPAID tags must have a matching VPAID type to ensure the tags will render correctly. If all the layers do not have the same VPAID type, the ad will not load. For example, if one tag only includes JavaScript then all the wrapped tags can only include JavaScript. Check with your vendors or analyze the xml code from each tag to make sure they match.

Flexible Ad Serving
Amobee enables you to flawlessly execute your campaigns across video, mobile, social, display, and TV channels by using the third-party ad servers of your choice. Or you can use the Amobee ad server, which is fully compatible with all major ad servers in the industry.

The following is a partial list of Amobee certified ad servers which is constantly being updated. If the ad server you use is not included on the list, please notify support@amobee.com to initiate a certification request.

Video			Display	Mobile
Atlas	Jivox	PointRoll	Amobee has over 300 partnerships with display ad serving companies.	Atlas
Brainient	Mediaplex	Sizmek		Celtra
comScore	Mixpo	Spongecell		DoubleClick
DoubleClick	Nielsen	VideoHub		Flashtalking
Eyeview	ONE by AOL: Video	Vindico		Medialets
Flashtalking	Visual IQ			PointRoll
Innovid				Sizmek
				SteelHouse

Contact us
We're here to help! If you have any additional questions, please contact us at support@amobee.com.

AMOBEE

About Amobee

Amobee is a technology company that transforms the way brands and agencies make marketing decisions. The Amobee Platform enables marketers to plan and activate cross channel, programmatic media campaigns using real-time market research, proprietary audience data, advanced analytics, and more than 150 integrated partners, including Facebook, Instagram, Pinterest, Snapchat and Twitter. Amobee is a wholly owned subsidiary of Singtel, one of the largest communications technology companies in the world which reaches over 700 million mobile subscribers. The company operates across North America, Europe, Middle East, Asia and Australia.

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