



Creative Guidelines

The creative is the actual advertisement, either the image, HTML or video hosted by Ntooitive or a 3rd party tag. Creatives contain some sort of message, either promoting brand awareness or driving a call to action, such as a sign up or purchase.

Display

Supported Display Ad Types

- GIF, JPEG, PNG image files
- 3rd Party Ad Tags from approved ad servers (HTML or raw JavaScript)
- Rich media expandable – supported through third party with some limitations, please speak with your Account Manager
- HTML5 – See HTML5 Guidelines later in this document.

Supported Display Ad Sizes

Keep in mind, inventory varies greatly by exchange and region. All formats may not be available in all cases. Contact your account manager if you have questions on the ad sizes available in your area.

Top Display Sizes

160x600 - Wide Skyscraper

300x250 - Medium Rectangle

728x90 - Leaderboard

300x600 - Half Page Ad

Top Mobile Sizes

300x50 - Mobile Leaderboard

320x50 - Mobile Leaderboard

336x280 - Large Rectangle

1024x768 - Tablet Interstitial Landscape

768x1024 - Tablet Interstitial Portrait

Video Companion

300x60 - Video Overlay



In addition to the above sizes, we do have the ability to book custom ad sizes across a large number of publishers. If a size is needed that is not listed above. Please reach out to your account manager.

Other Specifications

- File size must be 150K or smaller – applies to first- and third-party ads.
- Creative images must be clear, recognizable, and relevant; text appearing in the ad must be legible
- Creatives must occupy the entire space of the image size you've chosen
- Creatives cannot appear sideways or upside down
- Creatives cannot be segmented, contain multiple copies of itself within the ad, or otherwise appear to be more than one ad.
- Creatives with partially black or white backgrounds, you must add a visible border of a contrasting color to the majority background color of the ad.
- All creatives must open a new page on click, cannot open in the same page.
- Animated ads are restricted to a maximum of 15 seconds of looping, after which point, they must remain static.
- HTML5 must use the clickTAG function.
- In-banner video creatives should be in flash format with a 50kb max file load and a 2MB load for the secondary file
- There is no length limit for clicking to start video ads, but the video should immediately go to the landing page upon completion.
- For auto-start video ads, there is a 15 second limit. Audio should not be heard unless initiated by a mouse-over; video should be backstopped by a static 300x250 which should click through to a landing page.
- All in-banner video ads must include the play, pause, mute, and unmute controls.

Prohibited Characteristics

- Promote online gambling (paid, free, or gateway to paid gambling; brick and mortar gambling is acceptable).
- Depicting or delivering libelous, violent, tasteless, hate, defamatory, or illegal content.



- Portray partial or complete nudity, pornography, and/or adult themes and obscene content
- Spawn pops, simulate clicks, and contain malicious code, viruses, or executable files of any kind.
- Delivering surveys via floating layers, pop-ups or pop-unders.
- No explicit language, no spelling mistakes, no simulated expletives (e.g., #\$\$%!)

Expandables

- Any Display ad size we support can be declared expandable, although inventory will vary based on size and direction. See recommendations below.
- Expandables are supported via 3rd Party Tags only. If you would like Ntooitive to build
- Required Declarations include Expansion Direction(s), Expansion Action, and Expandable Ad Server.

Recommended Expandable Ad Sizes

Original Ad Size	Expansion Direction	Expanded Ad Size
300x250	Left	500x250
728x90	Down	728x270
160x600	Left	300x600
300x600	Left	560x600

HTML5 Guidelines

Ntooitive can serve both 1st Party and 3rd Party HTML5 creative. You will find the guidelines for the 1st party hosted HTML5 creative below.

Method1: Single HTML File

- All information for serving the creative (except for commonly used JavaScript and CSS libraries) should be included in the HTML file.
- The maximum HTML file size is 200 kilobytes.

Method2: Zip Compressed File

- All files for displaying the creative (except for commonly used JavaScript and CSS libraries) should be included in the Zip file.
- The primary HTML file should be in the root of the zip file.



- Zip files must contain no more than 100 files, including at least one HTML file for use as the initiating file for display. (We suggest keeping the file count low to minimize browser performance impact.)
- The maximum size of any automatically started video should be less than 1.1 megabytes
- The maximum size of any individual file is 2.2 megabytes.
- The maximum size of the primary HTML file should be 100 kilobytes.
- The Zip file should be smaller than 10 megabytes compressed, and the contents should be smaller than 12 megabytes uncompressed.
- Only file types of HTML, JS, CSS, JPG, JPEG, GIF, PNG, and SVG may be included in the Zip file.

Video

Supported Video Length

Video Length Video has to be less than or equal to the requested duration (i.e. we can bid on a 15 second request with a 10 second video.)

- 15 second • 30 second • 60 second

Video Dimensions

All NTOOITIVE hosted videos will be scaled to fit the player size on screen.

- 400x225 • 400x300 • 480x360 • 640x360 • 1920x800

Notes Regarding Video Dimensions:

- Google only supports: 480x360, 640x360, and 1920x800.
- If NTOOITIVE is hosting the video, we will automatically encode any 400x225 and 400x300 video ads to fit Google's size requirements by adding letter boxes.
- If you are using a 3rd party tag, you will need to use the Google approved ad formats if you want to run on Google.

Supported Companion Ads

Only standard image files are accepted.

- 300x250 • 300x60



Video Placement

- Pre-Roll (This represents majority of RTB inventory) • Mid-Roll • Post-Roll

Recommended Aspect Ratios

If NTOOITIVE is hosting, we will encode and automate it to the correct size.

- 4:3 • 5:2 • 16:9

NTOOITIVE Hosted Video Specs

If NTOOITIVE is hosting the video, the specs are as follows:

Supported File Types

- mp4, flv, webm, mov, wmv, mpg, mpeg

Supported File Size

- Maximum is 60MB. NTOOITIVE will encode the video down to a workable file size (2-5MB).

3rd Party Tags Video Specs

If you are using 3rd Party Video Tags, the specs are as follows: Supported Tag Type: VAST 2.0 In order to be accepted by the exchanges, this tag must include the following files. VPAID not supported:

- H.264 (MP4)
- Other formats may be included but will not be used.
- WebM is recommended, but not required.

Supported File Size

- Recommended is 1MB. The maximum is 10MB.

Other Specifications

- Creative images must be clear, recognizable, and relevant; text appearing in the ad must be legible.
- Creatives cannot appear sideways or upside down.

Prohibited Characteristics: Ads may NOT:

- Promote online gambling (paid, free, or gateway to paid gambling; brick and mortar gambling is acceptable)



- Depict or deliver libelous, violent, tasteless, hate, defamatory, or illegal content.
- Portray partial or complete nudity, pornography, and/or adult themes and obscene content.
- Spawn pops, simulate clicks, and contain malicious code, viruses, or executable files of any kind.
- No explicit language, no spelling mistakes, no simulated expletives (e.g., #\$\$%!).

Email

Before designing or sending us HTML artwork, please follow these basic principles:

- Keep the width at around 600 pixels (600 is the golden standard width).
- Use inline CSS styles instead of in the section (CSS in the head is secondary).
- Text hyperlink color variety limit is 2, ideally 1.
- Do not use DIVs, use TABLES (Div's are not widely supported).
- Do not use image maps, VML, nor background images.
- Use animated .GIF images at your own risk, as they are not supported on Outlook.
- Images file sizes should be as small as possible, so it loads quickly. The total size of all images combined should not exceed 300K. (try to be around 200k or less).
- Use web safe fonts like Arial, Verdana, Serif (See complete list).
- Do not use conditional logic tags e.g.