
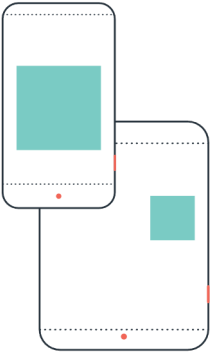
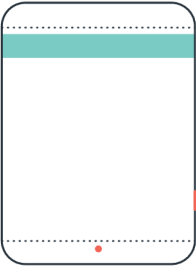
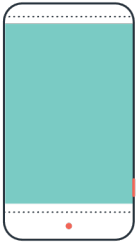
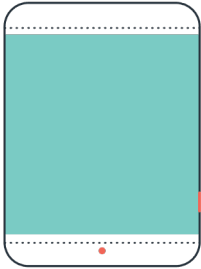


# CREATIVE SPECS

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# STANDARD MEDIA

## SMARTPHONE & TABLET

TYPE	Banner			Interstitial	
DEVICES	Smartphone	Smartphone - Tablet	Tablet	Smartphone	Tablet
PIXEL SIZE	320 x 50	300 x 250	728 x 90	320 x 480	768 x 1024
MAX FILE SIZE	40 kb	75 kb	100 kb	300 kb	
					

### FILE FORMATS

Animated GIF  
JPEG  
PNG

### FOR ANIMATED GIF

Max Animation Length **15 Sec**  
Max Number Of Loops **No Limit**




**NOTES:** Creatives with partially black or white backgrounds must include a visible border of a contrasting color to the majority background color of the ad.

# STANDARD MEDIA CONT'D

## DESKTOP

<b>TYPE</b>	Banner		
<b>DEVICES</b>	Desktop		
<b>PIXEL SIZE</b>	300 x 250	728 x 90	160 x 600
<b>MAX FILE SIZE</b>	75 kb	100 kb	

		
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### FILE FORMATS

Animated GIF  
JPEG  
PNG

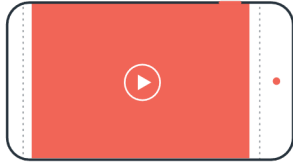


### FOR ANIMATED GIF

Max Animation Length **15 Sec**  
Max Number Of Loops **No Limit**

**NOTES:** Creatives with partially black or white backgrounds must include a visible border of a contrasting color to the majority background color of the ad.

- 
- PRE-ROLL VIDEO
- 

DEVICES	Smartphone	Desktop	Tablet
ADVISED PIXEL SIZE	1920x1080 or 640x480		
MINIMUM PIXEL SIZE	640x360 or 480x360		
MAX FILE SIZE	200 Mb		
FRAMES PER SECOND	30 fps		25 fps



## VIDEO

Format: MP4, MOV, AVI

Aspect Ratio: 16:9, 4:3

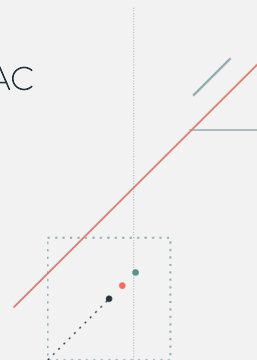
Length: 15, 30 seconds

Standards: VAST 2.0

Bitrate: ≥ 2500 kbps

Video Codec: H.264

Audio Codec: AAC



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## CTV/OTT SPECS

<b>FILE TYPES</b>	MP4
<b>RESOLUTION</b>	1920 X 1080
<b>BITRATE RANGE</b>	15,000 kbps to 30,000 kbps
<b>MAX FILE SIZE</b>	10 GB
<b>FRAME RATE (FPS)</b>	23.98 OR 29.97
<b>AUDIO SAMPLE RATE</b>	48 kHz

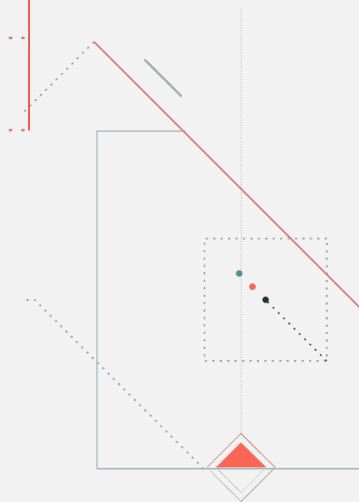


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## AUDIO SPECS

Scale across multiple inventory sources using these creative specifications. While the following requirements will enable you to serve across most inventory sources, specifications may still vary by publisher and SSP

<b>FILE TYPE</b>	MP3, M4A, WAV
<b>BITRATE</b>	160 kbps
<b>SPOT LENGTH</b>	15 Seconds or 30 Seconds



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- NATIVE ADS
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### MAIN IMAGE

(the large main image to be used in the advertisement):

- 1200x627, (1.91:1 aspect ratio)
- The main image must be less than 2000x2000 pixels

### MAIN VIDEO

(when included, the creative will only bid on impressions that support video):

- 5 minutes (300 seconds) maximum
- The main video must have a file size of less than 2 GB

### SHORT TITLE

(title or headline for the native ad—should be optimized for mobile):

- 25 characters maximum

### LOGO

(the advertiser's logo to included in the advertisement, either be overlaid over the main image or shown separately from the main image):

- 200x200 (1:1 aspect ratio)

**Short Title** (title or headline for the native ad—should be optimized for mobile):

- 25 characters maximum



AD BY NW NATURAL

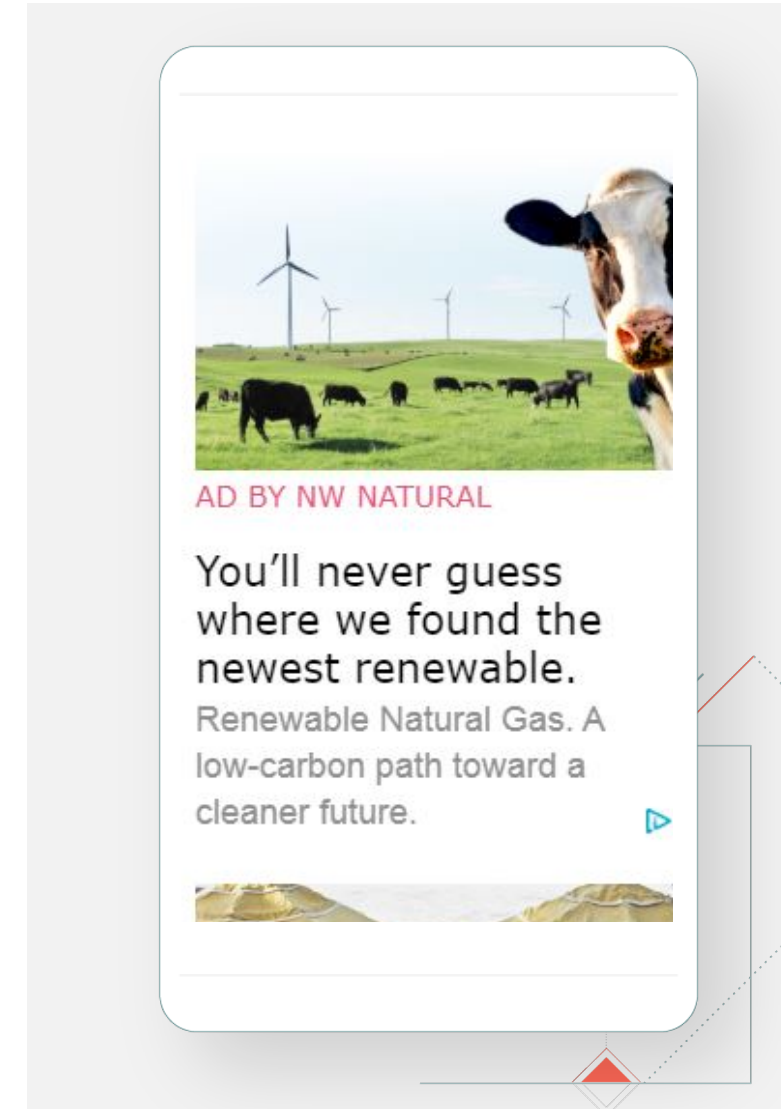
**You'll never guess  
where we found the  
newest renewable.**

Renewable Natural Gas. A  
low-carbon path toward a  
cleaner future.



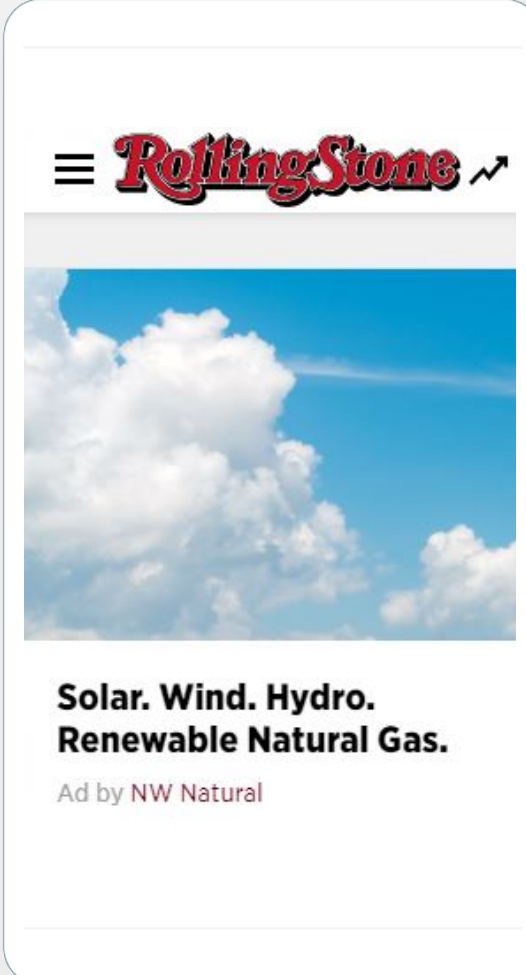
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- # NATIVE DISPLAY
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<b>LONG TITLE</b>  (title or headline for the native ad—should be optimized for desktop): <ul style="list-style-type: none"><li>• 90 characters</li></ul>	<b>SPONSOR</b>  (Brand)—the name of the advertiser running the native ad: <ul style="list-style-type: none"><li>• 25 characters maximum</li></ul>
<b>SHORT DESCRIPTION</b>  (additional text typically displayed below the title—should be optimized for mobile): <ul style="list-style-type: none"><li>• 90 characters maximum</li></ul>	<b>CALL TO ACTION</b>  (text such as "Learn More" or "Buy Now" that will likely appear in a button near the image assets): <ul style="list-style-type: none"><li>• 15 characters maximum</li></ul>
<b>LONG DESCRIPTION</b>  (additional text typically displayed below the title—should be optimized for desktop): <ul style="list-style-type: none"><li>• 140 characters maximum</li></ul>	



# OPTIMAL SPECIFICATIONS

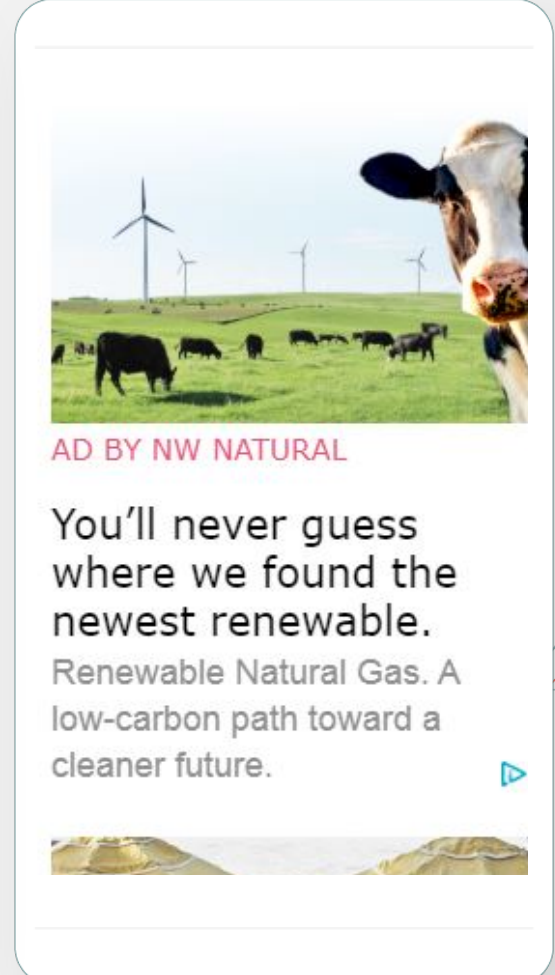
IMAGE	1200x627 (1.91:1 aspect ratio)
MAIN VIDEO	5 minutes maximum (300 seconds)
LOGO	200x200 1:1 aspect ratio
TITLE	Short: 25 characters maximum Long: 90 characters
DESCRIPTION	Short: 90 characters maximum Long: 140 characters maximum
SPONSOR	(Brand): 25 characters maximum
CALL TO ACTION	15 characters maximum



☰ **Rolling Stone** ↗

**Solar. Wind. Hydro.  
Renewable Natural Gas.**

Ad by NW Natural



AD BY NW NATURAL

You'll never guess  
where we found the  
newest renewable.  
Renewable Natural Gas. A  
low-carbon path toward a  
cleaner future.





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# SOCIAL SPECS

## IMAGE

### DESIGN RECOMMENDATIONS

FILE TYPES	JPG or PNG
RATIO	1.91:1 TO 1:1
RESOLUTION	At least 1080 x 1080 pixels

### TEXT RECOMENDATIONS

PRIMARY TEXT	125 characters
HEADLINE	40 characters
DESCRIPTION	30 characters

### TECHNICAL REQUIREMENTS

MAXIMUM FILE SIZE	30MB
MINIMUM WIDTH	600 pixels
MINIMUM HEIGHT	600 pixels
ASPECT RATIO TOLERANCE	3%



# SOCIAL SPECS

## VIDEO

### DESIGN RECOMMENDATIONS

#### FILE TYPES

MP4, MOV or GIF

#### RATIO

4:5

#### VIDEO SETTINGS

H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+

#### RESOLUTION

At least 1080 x 1080 pixels

#### VIDEO CAPTIONS

Optional, but recommended

#### VIDEO SOUND

Optional, but recommended

### TECHNICAL REQUIREMENTS

#### VIDEO DURATION

1 second to 241 minutes

#### MAXIMUM FILE

4GB

#### MINIMUM WIDTH

120 pixels

#### MINIMUM HEIGHT

120 pixels