Creative Specs

Story Ad

Desktop size

- **Billboard**: 970 x 250 px
  Safe zone* with CTA: 970 x 135 px, Safe zone without CTA: 970 x 175 px
- **Halfpage Ad**: 300 x 600 px
  Safe zone with CTA: 300 x 485 px, Safe zone without CTA: 300 x 525 px
- **Medium Rectangle**: 300 x 250 px
  Safe zone with CTA: 300 x 135 px, Safe zone without CTA: 300 x 175 px

Mobile size

- **Medium Rectangle**: 300 x 250 px
  Safe zone with CTA: 300 x 135 px, Safe zone without CTA: 300 x 175 px

**Visual (Image or Video)**

- **Video**: physical video (mp4 etc.), 30 seconds max. duration (including all slots), autostart without sound, provision at best quality as MP4, MOV, AVI (recommended duration: max. 30 sec.)
  Minimum resolution for retina optimization: 640 px width x ... (height depending on aspect ratio)
- **Images**: delivery at best quality as JPG, PNG, GIF

**Text**

- is possible, will be placed on visual

**FEATURES**

- Multiple clickouts, flexible size, flexible duration of slots (time of slot), flexible quantity of slots (3 to 5 recommended)
- Logo: JPG, PNG, GIF – aspect ratio 1:1

Further sizes based on IAB standard formats are possible by request. Please, be aware of so-called safe zones.

*SAFE ZONE simply refers the area in which texts, icons, symbols, emojis can be placed without overlay of StoryAd-Controls or StoryAd-Header. In the SAFE ZONE the design is free from constraints.