AD SPECIFICATIONS 2017

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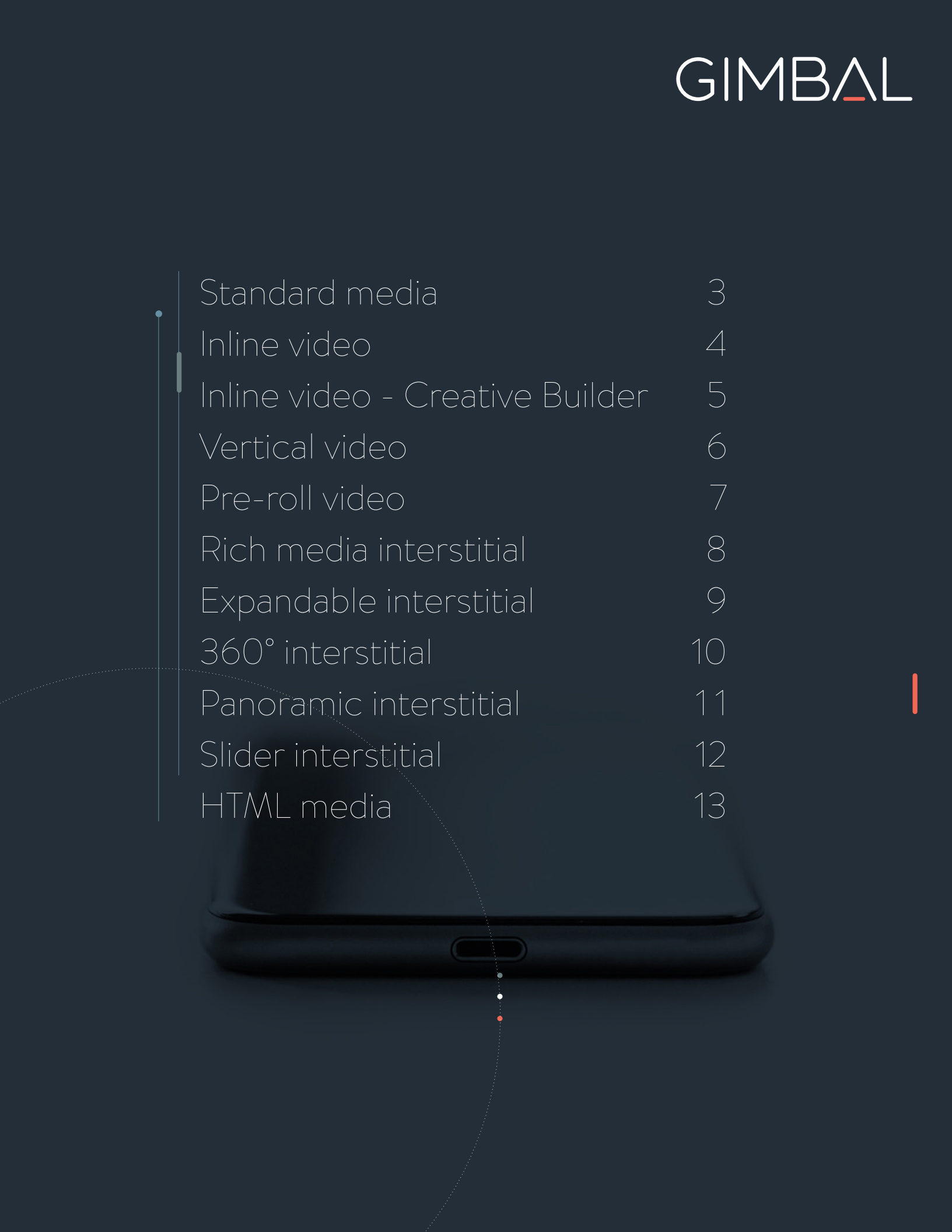
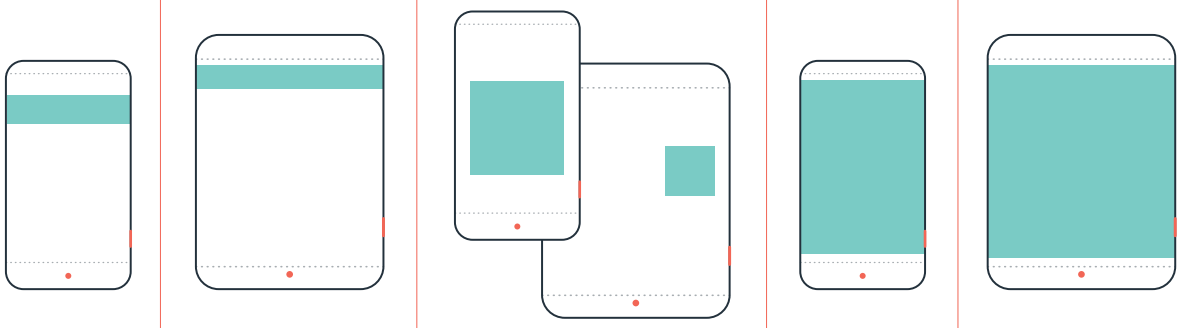


Standard Media

TYPE	Banner			Interstitial	
DEVICE	Smartphone	Tablet	Smartphone and/or Tablet	Smartphone	Tablet
PIXEL SIZE	320 x 50	728 x 90	300 x 250	320 x 480	768 x 1024
MAX FILE SIZE	40 kb	75 kb		100 kb	



FILE FORMATS
Animated GIF
JPEG
PNG

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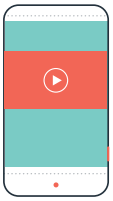
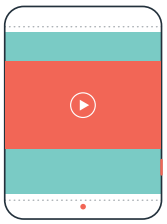
Inline Video

DEVICE	Smartphone	Tablet
BACKGROUND ASPECT RATIO	9:16	3:4
ADVICED PIXEL SIZE	1080 x 1920	768 x 1024
VIDEO ASPECT RATIO	16:9	
MAX FILE SIZE	Best Available	





BACKGROUND

Layered PSD[1]

AI[1]

VIDEO

FORMAT

mp4

LENGTH

15 seconds

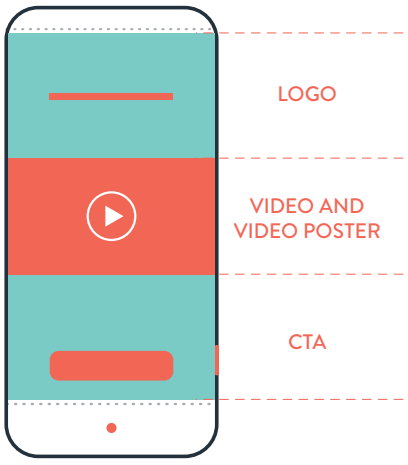
30 seconds

[1] Include linked assets and fonts (.ttf or .otf).

Inline Video

CREATIVE BUILDER - SMARTPHONE

REQUIRED ASSETS	DIMENSIONS	MAX FILE SIZE	FORMAT
logo	1080 x 640	350 kb	png
cta			
background	1080 x 1920	450 kb	jpg
poster with play	1080 x 608	350 kb	
poster without play			



VIDEO

FORMAT

mp4

LENGTH

15 seconds

30 seconds

ASPECT RATIO

16:9

When using Gimbal's Creative Builder the placement of the elements is fixed. The video is always vertically centered as shown in the example. There are 3 main sections — Logo, Video, CTA — and a background. Please name the assets as shown in the table above.

If there is no need to include a logo or a CTA, upload a 1x1 pixel tranparent png so that the background shows through it instead.

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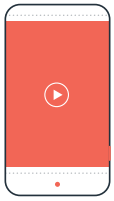
Vertical Video

DEVICE	Smartphone	Tablet
ADVICED PIXEL SIZE	1080 x 1920	768 x 1024
MAX FILE SIZE	Best Available	
VIDEO ASPECT RATIO	9:16	



VIDEO

FORMAT

mp4

LENGTH

15 seconds

30 seconds

GIMBAL

Pre-Roll Video

DEVICE	Smartphone	Tablet
ADVICED PIXEL SIZE	1920 x 1080	1024 x 768
MAX FILE SIZE	Best Available	
VIDEO ASPECT RATIO	16:9	

VIDEO

FORMAT

mp4

LENGTH

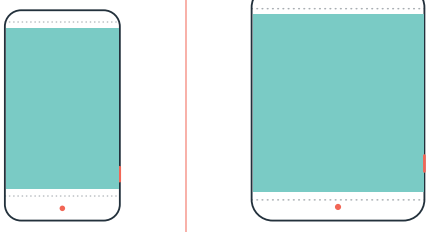
15 seconds

30 seconds

GIMBAL

Rich Media Interstitial

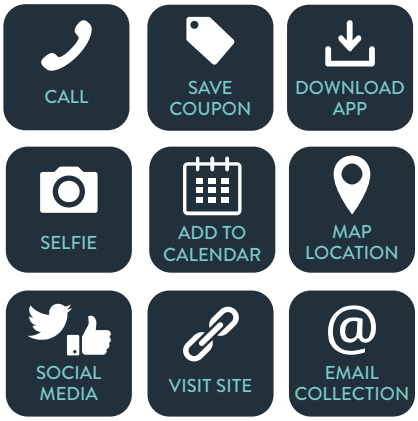
DEVICE	Smartphone	Tablet
BACKGROUND ASPECT RATIO	9:16	3:4
ADVICED PIXEL SIZE	1080 x 1920	768 x 1024
MAX FILE SIZE	Best Available	



FILE FORMATS

- Layered PSD[1]
- AI[1]

CTA OPTIONS



INTERACTION OPTIONS

NOTE:
Provide a video preview or storyboard of the animations and/or interactions. If a preview is not available, the Gimbal Creative Studio will produce one for final approval.

[1] Include linked assets and fonts (.ttf or .otf).

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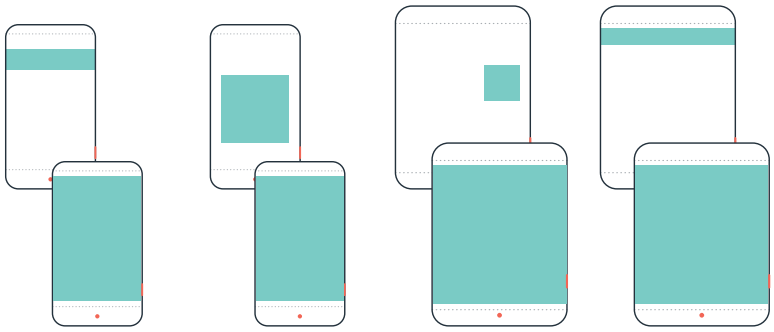
Expandable Interstitial

TYPE	Banner		
DEVICE	Smartphone	Smartphone and/or Tablet	Tablet
PIXEL SIZE	320 x 50	300 x 250	728 x 90
MAX FILE SIZE	40 kb	75 kb	



TYPE	Interstitial	
DEVICE	Smartphone	Tablet
BACKGROUND ASPECT RATIO	9 : 16	3 : 4
ADVICED PIXEL SIZE	1080 x 1920	768 x 1024
MAX FILE SIZE	Best Available	

FILE FORMATS

- Layered PSD[1]
- AI[1]
- JPG[2]
- PNG[2]
- Animated GIF[2]
- HTML[3]

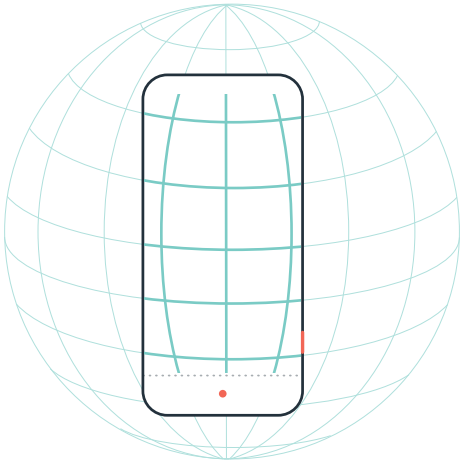
NOTE:

Provide a video preview or story-board of all anima-tion and/or transition. If a preview is not available, the Gimbal Creative Studio will produce one for final approval.

[1] Include linked assets and fonts (.ttf or .otf).
[2] Banners only.
[3] See GWD HTML spec sheet for details.

360° Interstitial

DEVICE	Smartphone
PIXEL SIZE	Best Available
MAX FILE SIZE	
FILE FORMAT	jpg
TYPE OF IMAGE	Equirectangular



NOTE:
The interaction is activated both by tilting the device and by sliding the screen.

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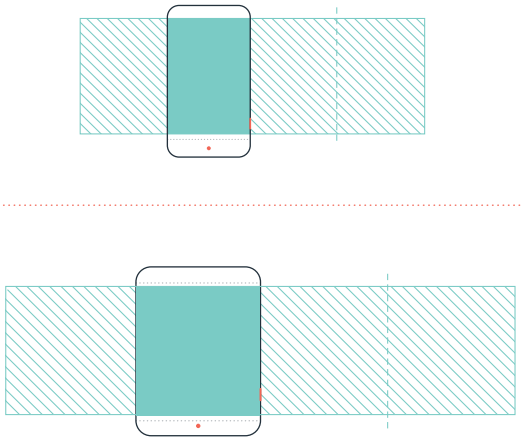
Panoramic Interstitial

DEVICE	SLIDE ASPECT RATIO	ADVICED SLIDE PIXEL SIZE	MAX FILE SIZE
Smartphone	16:9	1920 height unlimited width	Best Available
Tablet	3:4	1024 height unlimited width	



FILE FORMATS
Layered PSD[1]
AI[1]

NOTE:

The interaction is activated both by tilting the device and by sliding the screen.
Provide a video preview or storyboard of the animations and/or interactions. If a preview is not available, the Gimbal Creative Studio will produce one for final approval.

[1] Include linked assets and fonts (.ttf or .otf).

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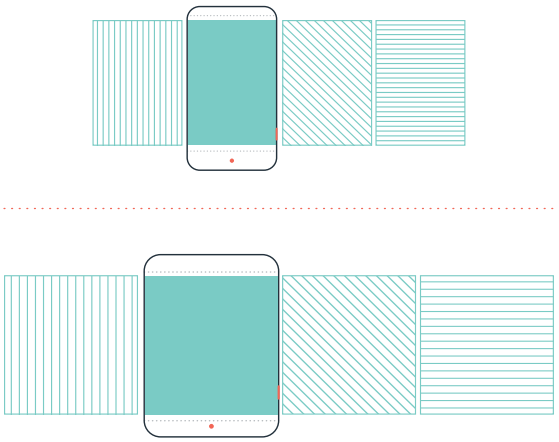
Slider Interstitial

DEVICE	SLIDE ASPECT RATIO	ADVICED SLIDE PIXEL SIZE	MAX FILE SIZE
Smartphone	16:9	1080 x 1920	Best Available
Tablet	3:4	768 x 1024	



FILE FORMATS
Layered PSD[1]
AI[1]

BEST PRACTICES ADVICE:

The amount of slides will depend on the campaign's KPIs, if you are looking for conversions keep it under 3, if you are looking for engagement, keep it under 5 slides.

NOTE:

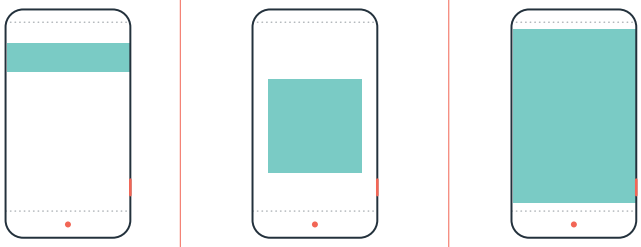
Provide a video preview or storyboard of the animations and/or interactions. If a preview is not available, the Gimbal Creative Studio will produce one for final approval.

[1] Include linked assets and fonts (.ttf or .otf).

GIMBAL

HTML media

TYPE	Banner		Interstitial
PIXEL SIZE	320 x 50	300 x 250	320 x 480
MAX FILE SIZE	Best Available		



ASSETS FORMATS

- GWD (editable)[1]
- Layered PSD[2]
- AI[2]

NOTE:

Gimbal can run 320x50, 300x250, and 320x480 HTML ads. The units need to be made in Google Web Designer (GWD / version 1.9 or newer) under Banner option[1]. If the units were made in a different software, our Creative Studio can recreate the animations in GWD, as long as all of the assets and fonts are provided.

Please provide a video/HTML file preview of the animation.

[1] If the unit was made in GWD, please provide the raw folder.
[2] Include linked assets and fonts (.ttf or .otf).

Thanks

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