

Pontiac Intelligence Creative Specifications

Hosted Banner

File format	JPG, PNG, GIF		
Max file size	150 kb max		
Unit sizes	88 x 31	300 x 100	640 x 480
	120 x 24	300 x 250	728 x 200
	120 x 60	300 x 600	728 x 300
	120 x 90	300 x 1050	728 x 90
	120 x 160	336 x 280	732 x 610
	120 x 240	320 x 48	750 x 750
	120 x 600	320 x 50	970 x 90
	125 x 60	320 x 100	970 x 250
	125 x 125	320 x 250	980 x 120
	160 x 600	320 x 480	1080 x 1080
	180 x 150	400 x 300	1080 x 1920
	250 x 250	600 x 315	1200 x 600
	300 x 50	600 x 600	1200 x 628
	300 x 60	640 x 360	1200 x 675

Hosted HTML 5 (GIF)

Max ad length	:30 seconds & cannot animate after the 3 rd rotation
File format	Zip file – must contain an index.html file which must reside in the root of the zip file and not in a sub folder. Index.html must be complete and valid HTML document and not an HTML fragment.
Max file size	150 kb max

Ad Server Tags

Banner sub type	iFrame, Raw HTML
Video file format	VAST 4.0

Native Specs

Format A:

Title	25 character max
Body	300 character max
Icon aspect ratio	1:1
Image aspect ratio	1.91:1
Image size	1200x627
Image file size	200kb max
Image file format	JPG, GIF, PNG
Click URL	URL landing page (matches "sponsored by" brand)
Sponsored by:	25 character max
Placement	Triplelift, Sharethrough, Microsoft

Format B:

Title	60 Character Max (35-45 preferred)
Image size	1000x750
Image file size	150kb
Image file format	JPG, GIF, PNG
Click URL	URL landing page (matches "sponsored by" brand)
Sponsored by:	40 character max
Placement	Taboola

Format C:

Title	60 character max (40 preferred)
Image aspect ratio	1.91:1
Image size	1200x627
Image file size	200kb max
Image file format	JPG, GIF, PNG
Click URL	URL landing page (matches "sponsored by" brand)
Sponsored by:	25 character max
Placement	Outbrain

Format D:

Title	25 character max
Body	300 character max
Icon aspect ratio	1:1
Click URL	URL landing page (matches "sponsored by" brand)
Sponsored by:	25 character max
Placement	Microsoft outlook, MSN, EDGE

Hosted Video

Max ad length	60 seconds
File format	VAST 4.0, MP4
Max file size	100 MB
Unit size	Matches player size selected
Resolution	1280x720 (1.77 Aspect Ratio Recommended)
Video Bit Rate	2500kbps Maximum
Frame Rate	Minimum of 14 frames per second (30 FPS recommended)

CTV:

Max ad length	:15 seconds, :30 seconds or :60 seconds
File format	MOV or MP4 or FLV
Max file size	PLAYTIME: 100MB max upload
Unit size	640x480
Resolution	At least 960x540 px (16:9) or 960x720 (4:3)
Video bit rate	2-4 MB
Frame rate	24-25 or 29-30 FP
3 rd party tracking	1x1 tracking pixels accepted
Codec	H.264

Audio

Open Exchange Audio:

Length	:15 seconds or :30 seconds or :60 seconds
File format	MP3
File size	1MB
Bit rate	At least 128 kbps bit rate / 44100 Hz sample rate

Spotify Audio File:

Length	:15 seconds or :30 seconds
File format	MP3
File size	1 MB
WAV bit rate	16-bit 44.1 kHz
MP3 bit rate	At least 192 kbps

Spotify Image File Companion Banner:

Image size	640x640 or 300x250
File format	JPG
File size	200kb max
3 rd party tracking	Click commands and 1x1 tracking pixels only