

Standard & Rich Media Units

Format Size	Max File Size	Max Polite Load Size	Accepted File Types (Standard)	Accepted File Types (Rich Media)	Audio	Video Format & Max Length
728x90	40kb	100kb	.gif, .jpg, .png	.swf up to flash version 10.1 or HTML5	User activated only	.mp4, 15 sec
300x250	40kb	100kb	.gif, .jpg, .png	.swf up to flash version 10.1 or HTML5	User activated only	.mp4, 15 sec
300x600	40kb	100kb	.gif, .jpg, .png	.swf up to flash version 10.1 or HTML5	User activated only	.mp4, 15 sec
970x250	40kb	100kb	.gif, .jpg, .png	.swf up to flash version 10.1 or HTML5	User activated only	.mp4, 15 sec
990x90	40kb	100kb	.gif, .jpg, .png	.swf up to flash version 10.1 or HTML5	User activated only	.mp4, 15 sec

High Impact & Custom Units

Format	Size	Max File Size	Accepted File Types	Additional Notes
Skin	175x680 Minimum Per Each Side Panel	None	.gif, .jpg, .png or layered .psd	-
All Custom Units	Custom	None	layered .psd, .mp4 video if applicable	Audio - User activated only
Interstitial	640x480	80kb	.gif, .jpg, .png	Audio - User activated only. Video - .mp4, 30 sec max

Video Units

Format	Format Size	Max File Size	Accepted File Types
Pre-Roll (Desktop & Mobile)	640x480 or higher; aspect ratio 4:3 or 16:9	3MB	.mp4 or VAST tag
In Banner Video	300x250, 300x600, 970x250	30MB (site served) or 100kb (3rd party served)	.mp4
In Content Video (Mobile)	xyz	None	.mp4

Standard Mobile Units

Format	Format Size	Max File Size	Accepted File Types	Additional Notes
Mobile Banner	320x50	35kb	.gif, .jpg, .png	-
Scrolling Banner	320x50	35kb	.gif, .jpg, .png	140 Max Text Characters
Tap to Expand Banner	320x50 to Full Screen	-	.gif, .jpg, .png, .psd, .mp4	-
Marquee	320x300	35kb	.gif, .jpg, .png	-
Mobile Interstitial	Responsive to Full Screen Size	-	.gif, .jpg, .png, .psd, .mp4	-
Perks Tile	146x116 & 180x144	35kb	.gif, .jpg, .png	-

Additional Mobile Units

Format	Asset Requirements
Carousel	140x60 logo, header text (optional - 16 max characters), CTA text (10 max characters), CTA button and text colors. Each product should have an image (180x180), name (25 max characters) and subtext (13 max characters), destination URL
Feature	175x175 image, title (25 max characters), description (60 max characters), CTA (13 max characters), footer text (optional - 20 max characters), destination URL
Domino	175x175 image, title (25 max characters), description (60 max characters), CTA (13 max characters), destination URL
Ticker	175x175 image, deal expiration time, thumbnail caption (optional - 40 max characters), original price and special price (optional), final callout (optional - 25 max characters), CTA (13 max characters)
Wrapper	.PSD