



CHINA INBOUND CREATIVE SPECIFICATION

CHINESE SSPS ONLY ACCEPT RAW CREATIVES AND 1X1 TAGS INSTEAD OF AD TAGS OR HTML5 CREATIVES. WE HIGHLY RECOMMEND USING SIMPLIFIED CHINESE LANGUAGE AND A CHINESE LANDING PAGE IN YOUR CREATIVE MESSAGING.



ICP LICENSE

The Internet Content Provider (ICP) License gives SSPs the confidence that the landing page is legitimate; and it is recommended for auditing the advertiser. More info see appendix.

BIZ DOCS

BUSINESS LICENSE

A Chinese business license issued by China Industry and Commerce Administration Bureau is required for the advertiser auditing process as it shows that your company is legitimately running in China. An example of Chinese business license see appendix.

NATIVE

Dimensions

Essential
640x960, 1280x720, 480x320
Optional
640x320, 600x300, 720x1280,
640x100

File Type

JPG

Size

<100Kb

Copy

Title : 1 - 10 characters;
Description: 1 - 14 characters;
Brand Name: 1 - 10 characters

DISPLAY

Dimensions

640x100 (Essential)
728x90, 320x50, 640x960,
1280x720, 600x300, 300x250

Size

<50Kb

File Type

JPG/GIF

VIDEO

Dimensions

1280x720 (Essential)
1920x1080

File Type

MP4

Size

<5mb

Length

14.800 - 15.000s
29.800 - 30.000s

Video content must include Chinese subtitles or Chinese audio.

CTV

	Dimensions	File Type	Size	Length
Video	1920x1080	MP4	<50mb	14.800 - 15.000s 29.800 - 30.000s
Open Screen	1920x1080	JPG	<500kb	
Pause	1173x660, 1920x1080, 800x450, 700x394, 900x600	JPG	<50Kb	

We accept Google Campaign Manager or Sizmek to track impression and click data, only in the 1x1 tag or URL-format. However any additional macro is not supported by SSPs.

THIRD PARTY TAGS



Leading ad verification service provider in Asia, who are MRC accredited, offering a pre-bid solution for IVT, as well as IVT measurement.

AD VERIFICATION

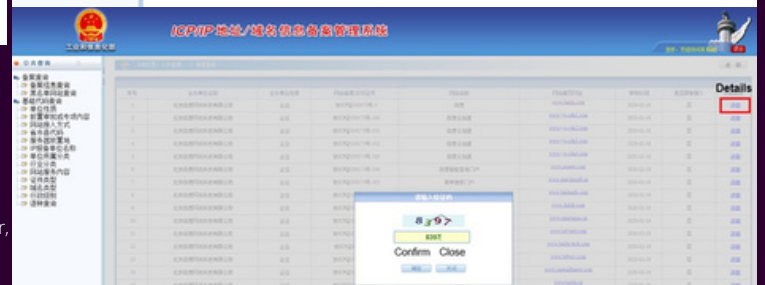


China's leading third-party measurement company. Miaozhen will help us efficiently measure online campaign impact



Appendix

Websites usually have a unique ICP number, which can usually be found at the bottom of the Chinese homepage (see example below).



In addition to the ICP number, it is also required by the SSPs to submit an ICP registration record. This information can be acquired from the China Ministry of Industry and Information Technology website <http://www.beian.miit.gov.cn/publish/query/indexFirst.action>

A screenshot of the detail page for reference is usually enough, however, in some instances SSPs will require the screenshot of the registration record to be stamped by the Chinese entity of the advertiser.



What does the business license in China look like? We have the answers here.

In the event where an advertiser does not have access to a Chinese Business License, we can also use a foreign business license for the advertiser audit but access to some inventory & formats in China will be restricted. Please talk to your account manager for further details.