



Native

Native: Image			Native: Video		
Assets Required	Details	Required?	Assets Required	Details	Required?
Advertiser/Brand name	25 characters max	Y	Advertiser/Brand name	25 characters max	Y
Headline	25 characters max 18 characters per word max	Y	Headline	30 characters max	Y
Description text	90 characters max 18 characters per word max	Y	Description text	140 characters max	Y
Call to Action	Maximum 15 characters	Y	Call to Action	60 characters max	N
Image	No animation, text, or logo on image	Y	Video	VAST URL or MP4	Y
Image dimensions (Rectangular)	1200x627 minimum 2000x1047 maximum Aspect ratio 1.9:1	Y	Video Size	100 MB maximum	Y
Image dimensions (Square)	627x627	N	Video Length	Maximum 60 seconds	Y
Image file size	1200 KB maximum 150 KB maximum recommended	Y	Image	Must be JPG or PNG 627x627 pixels 1200 KB max, 150 KB recommended	Y
Logo/Icon image dimensions	Transparent PNG file Minimum size: 320x320 Maximum 512x512	Y	Logo/Icon image	Transparent PNG file Minimum size: 300x300 Maximum 2000x2000	Y

	Landing page URL	Standard click through URL 1024 maximum characters Must begin with "http://" or "https://"	Y		Cover Frame image	Still from video or image of choice No animation, text, or logo. 600x600 minimum, 1200x1200 recommended	Y
	Click tracker	Standard click tracker	N		Landing page URL	Standard click through URL 1024 maximum characters Must begin with "http://" or "https://"	Y
	Impression tracker	URL 1024 characters maximum Pixel must be secure and contain valid SSL/TLS certificate	N		Native Unit Impression tracker	Standard 1x1 image impression tracker for Native Unit. Mandatory for click to play	Y
	3rd party trackers	Any 3rd party trackers are accepted so long as 1x1 image tag	N		Video impression tracker	Standard 1x1 image impression tracker for Video placement. Mandatory for click to play Can be embedded in VAST url.	Y
	Viewability trackers	JS pixel	N		Click tracker	Standard click tracker	Y
					3rd party trackers	Any 3rd party trackers are accepted so long as 1x1 image tag	Y