



SIMPLI.FI STANDARD CREATIVE SPECS

Traditional Desktop

Simpli.fi works with several exchanges and has compiled a list of best practices regarding creative.

1. FILE SIZE: Max file size is 200kb

2. AD SIZES: Simpli.fi offers 30+ different ad sizes. The most popular ad sizes requested (based on inventory) are: 300x250, 728x90, 160x600, 300x50 and 320x50.

Other ad sizes available include: 88x31, 120x60, 120x90, 120x160, 120x240, 120x600, 125x125, 160x90, 160x600, 180x90, 180x150, 200x90, 200x200, 234x60, 240x400, 250x250, 300x50, 300x100, 300x250, 300x600, 300x850, 320x50, 320x480, 336x280, 450x50, 468x15, 468x60, 468x728, 480x320, 600x315, 640x100, 700x500, 728x15, 728x90, 768x1024, 970x90, 1024x768

Interstitial Display Ad Sizes: 320x480, 768x1024, 480x320, 1024x768

Companion Ad Sizes: 300x250, 300x100, 468x60, 728x90, 300x60

3. ANIMATED ADS:

- Simpli.fi recommends a maximum of 18 frames per second
- Simpli.fi recommends a maximum animation length of 30 seconds with no more than two loops
- These ads can be run in “in-banner”, pre-roll, and standard video

4. CLICKTAGS: Clicktags should be set up in the following format: clickTag

- For further clarification, please visit <http://www.html5clicktag.org>
- Ads serving within an IFrame should open in a new window when clicked
- Example: ClickTag Actionsript Code: on (release) {getURL (clickTAG, "_blank");

- Tip: Please only implement one clicktag in each HTML5 file, as our platform does not support multiple click tags within one HTML5 file.

5. FACEBOOK NEWSFEED CREATIVE:

- 600x315, 1200x628 recommended for scaling
- Headline: 25 characters (including spaces)
- Body Text: 90 characters (including spaces)
- Destination URL
- ***3rd party ad tag tracking is available on Facebook

6. NATIVE:

- Image: 1200x627 (recommended for scaling), 1200x628, and 600x315
- Headline: 25 character max (including spaces)
- Body: 90 character max (including spaces)
- CTA: 15 character max (including spaces)
- Destination URL

7. CREATIVE BACKGROUNDS AND BORDERS:

On all ads with partially black, white, or transparent backgrounds, you must add a visible border of contrasting color to the majority background color of the creative.

8. SENSITIVE CATEGORIES: Simpli.fi is able to deliver inventory on sensitive categories listed below. There are exchange restrictions. Please contact your Simpli.fi Client Success Account Manager for details.

- Medically sensitive campaigns: These campaigns contain advertisements referencing: a specific medical ailment or condition, treatment program for a specific condition, a facility that serves patients with specific conditions, a medicine or pharmaceutical product that is used for a specific condition, or a graphic or image that could be considered medically sensitive to a potential patient.
- Alcohol: Simpli.fi is able to advertise some campaigns that contain creatives with alcohol.



- Weapons: Some weapons are allowed with restrictions (examples: gun advertisers may not link to pages with ammunition). Examples of allowed content: gun ranges, paintball guns, books/magazines promoting guns/ammunition, swords, knives.
- Tobacco: Allowed with exchange restrictions.

9. ADS MAY NOT:

- Contain fake hyperlinks
- Resemble Windows, Unix, or Mac dialog boxes
- Simulate fake interactivity
- Contain audio (exception: user initiated)
- Initiate downloads
- Be intrusive
- Contain misleading content

Video & OTT/CTV Standards

- Dimensions: 1920x1200px and 1920x1080px
- Audio Bitrate: 160 kbps or higher
- Video Bitrate: 5.4 mbps or higher
- Preferred format: mp4 (h.264)
- Max video file size: 200MB Limit. Validation will prevent a larger video from being uploaded

In-Banner Video Standards

- Dimension: 300x250
- Preferred format: mp4 or HTML5 coded as 300x250
- Audio bitrate: 128 kbps or higher
- Video bitrate: 2.0Mbps or higher
- Max initial payload file size: 200kb
- Max total video file size: 5MB
- Restrictions: Bound by display creative limitations. Video cannot exceed 30 seconds of run time and must start with audio off.

HTML5 Standards

- 250kb or smaller per individual ad and 2MB or smaller for entire rendered ad
- ZIP File Type — should contain the HTML for the ad as well as any of the other following file types:
 - .CSS
 - .JS
 - .HTML
 - .GIF
 - .PNG

- .JPG
- .JPEG

- Expandable ads are not supported.
- Mobile Ad Networks (MoPub) must use target="_blank" on links due to their limited support for IFrames. See here for further details: <https://dev.twitter.com/mopub-demand/marketplace/iframe>
- Zip files can contain up to 50 files
- Subfolders are not supported
- Primary file must be named index.html
- All images used in HTML5 ads must be local images, not referenced images, and should be part of the assets that comprise the ZIP file.
- HTML5 ads must include:
 - <!DOCTYPE html> declaration
 - <html> tag
 - <body>tag
 - Ad format size meta tag within the <head> tag. For example:
 - <meta name="ad.size" content="width=300,height=250">
- All code and assets must be referenced using a relative path to resources included in the .ZIP file. No external references are allowed.

Facebook Video Standards

- Aspect Ratio: 16:9
- Text: 90 characters (including spaces)
- Headline: 25 characters (including spaces)
- Format: MP4
- Length: Max 45 minutes

Other Items To Consider

PLAYBACK METHOD

- Auto-play sound: on/off
(Click to play is preferred by publishers)

VIDEO TYPES

- Interstitial: Web page displays before or after expected content
- InBanner: Video built into a banner ad
- Instream: Pre-roll, mid-roll, post-roll