

MY | CODE

DIGITAL MEDIA AD SPECS  
AND CREATIVE GUIDELINES

REV 01.24

## STANDARD BANNERS

Creative Name	Creative Dimensions	Max File Size
Mobile - Banner	320x50	50kb
Mobile - Rectangle	300x250	150kb
Desktop - Leaderboard	728x90	150kb
Desktop - Rectangle	300x250	150kb
Desktop - Skyscraper	160x600	200kb
Desktop - Half Page	300x600	200kb
Desktop - Billboard	970x250	250kb

### Asset Delivery:

#### 3<sup>rd</sup> Party Served

- Tags

#### Site Served:

- Raw assets (JPG, PNG, GIF or layered PSD)
- 1x1 Trackers
- Additional pixels or trackers

### Metrics:

- Ad impressions, clicks, viewability, brand safety
- 3rd party tracking is accepted for all site served units via all site served units

**Note:** Additional event trackers can be implemented upon request. Example: brand safety, research, etc.

### Creative Guidelines:

#### Animated Banners:

- Max animation length :15 sec
- Last animation frame must end with advertiser logo/name

### Submission Lead Time:

- 3 to 5 business days

### Templates:

- [Standard Display \(All sizes\)](#)

### Demos:

- [Standard Display \(All sizes\)](#)



## HIGH-IMPACT ADHESIONS

Creative Name	Creative Dimensions	Max File Size	Serving	Video
Mobile - Adhesion	320x50 or 320x100 (preferred)	50kb	Site served (1x1)	320x100 only, max :15 sec & 3.5mb
Desktop - Adhesion	728x90 or 728x180 (preferred)	100kb	Site served (1x1)	728x180 only max :15 sec & 3.5mb

### Asset Delivery:

- Layered design assets. Photoshop (preferred) or Illustrator with the existing layout and high-res images. Designs created in Photoshop should be built at 2x scale for Retina Display
- Fonts (OTF or TTF file format)
- Linked images and vector assets
- Storyboard or animation instruction and/or sample animated units
- Brand guidelines and vector logo
- 1x1 trackers and additional pixels

**Note:** Depending on the experience identified additional assets such as list of locations, images for gallery, etc. might be required.

### Metrics:

- Ad impressions, clicks, viewability, brand safety
- 3rd party tracking is accepted for all site served units via all site served units
- Video quartiles (for the video units only) (25%, 50%, 75% & 100%)

**Note:** Additional event trackers can be implemented upon request. Example: brand safety, research, etc.

### Creative Guidelines:

Animated Banners:

- Max Animation Length :15 sec
- Last animation frame must end with advertiser logo/name

### Submission Lead Time:

- 7 to 10 business days

### Templates:

- [Adhesions \(All sizes\)](#)

### Demos:

- [Mobile Adhesion](#)
- [Desktop Adhesion](#)



## HIGH-IMPACT INTERSTITIAL & SCROLLERS

Creative Name	Creative Dimensions	Max File Size	Serving	Video
Mobile - Miniscroller	300x250	100kb	Site served (1x1)	Yes max :15 sec & 3.5mb
Mobile - Interscroller	320x480 or Responsive	100kb	Site served (1x1)	Yes, max :15 sec & 3.5mb

### Asset Delivery:

- Layered design assets. Photoshop (preferred) or Illustrator with the existing layout and high-res images. Designs created in Photoshop should be built at 2x scale for Retina Display
- Fonts (OTF or TTF file format)
- Linked images and vector assets
- Storyboard or animation instruction and/or sample animated units
- Brand guidelines and vector logo
- 1x1 trackers and additional pixels

**Note:** Depending on the experience identified additional assets such as video, list of locations, images for gallery, etc. might be required.

### Metrics:

- Ad impressions, clicks, viewability, brand safety
- 3rd party tracking is accepted for all site served units via all site served units
- Video quartiles (for the video units only) (25%, 50%, 75% & 100%)

**Note:** Additional event trackers can be implemented upon request. Example: brand safety, research, etc.

### Creative Guidelines:

Animated Banners:

- Max Animation Length :15 sec
- Last animation frame must end with advertiser logo/name

### Submission Lead Time:

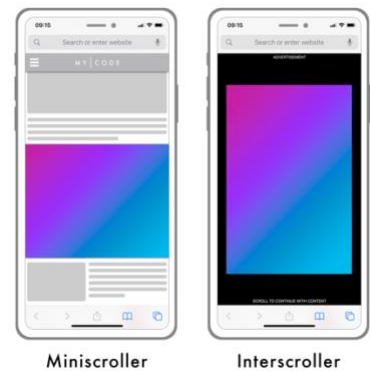
- 7 to 10 business days

### Templates:

- [Mobile Miniscroller](#)
- [Mobile Interscroller](#)

### Demos:

- [Mobile Miniscroller](#)
- [Mobile Interscroller](#)



## HIGH-IMPACT DESKTOP SKINS

Creative Name	Creative Dimensions	Max File Size	Serving	Video
Desktop – Video Skin	1800x1000	500kb	Site served (1x1)	max :15 sec & 3.5mb
Desktop – Animated Skin	1800x1000	500kb	Site served (1x1)	N/A

### Asset Delivery:

- Layered design assets. Photoshop (preferred) or Illustrator with the existing layout and high-res images. Designs created in Photoshop should be built at 2x scale for Retina Display
- Fonts (OTF or TTF file format)
- Linked images and vector assets
- Storyboard or animation instruction and/or sample animated units
- Brand guidelines and vector logo
- For the video skin, .MP4 or MOV video file
- 1x1 trackers and additional pixels

### Metrics:

- Ad impressions, clicks, viewability, brand safety
- 3rd party tracking is accepted for all site served units via all site served units
- Video quartiles (for the video units only) (25%, 50%, 75% & 100%)

**Note:** Additional event trackers can be implemented upon request. Example: brand safety, research, etc.

### Creative Guidelines:

Additional Video Specs:

- Media encoding needs to set as H.264
- 24FPS recommended
- 3.5 mb max
- Max :15 sec

### Submission Lead Time:

- 5 to 7 business days

### Templates:

- [Desktop Skin](#)

### Demos:

- [Animated Skin](#)
- [Video Skin](#)



## HIGH-IMPACT MOBILE SKIN:

Creative Name	Creative Dimensions	Max File Size	Serving	Video
Mobile – Video Skin	Responsive	250kb	Site served (1x1)	max :15 sec & 3.5mb
Mobile – Animated Skin	Responsive	250kb	Site served (1x1)	N/A

### Asset Delivery:

- Layered design assets. Photoshop (preferred) or Illustrator with the existing layout and high-res images. Designs created in Photoshop should be built at 2x scale for Retina Display
- Fonts (OTF or TTF file format)
- Linked images and vector assets
- Storyboard or animation instruction and/or sample animated units
- Brand guidelines and vector logo
- For the video skin, .MP4 or MOV video file
- 1x1 trackers and additional pixels

### Metrics:

- Ad impressions, clicks, viewability, brand safety
- 3rd party tracking is accepted for all site served units via all site served units
- Video quartiles (for the video units only) (25%, 50%, 75% & 100%)

**Note:** Additional event trackers can be implemented upon request. Example: brand safety, research, etc.

### Creative Guidelines:

Additional Video Specs:

- Media encoding needs to set as H.264
- 24FPS recommended
- 3.5 mb max
- Max :15 sec

### Submission Lead Time:

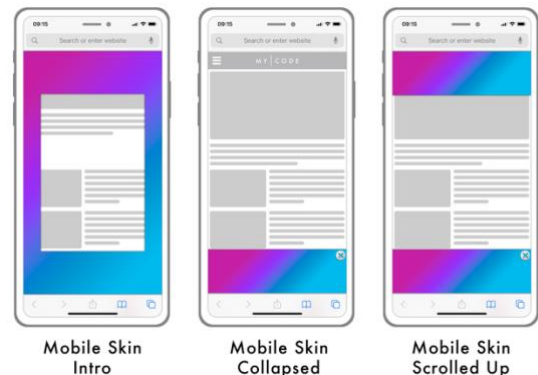
- 5 to 7 business days

### Templates:

- [Mobile Skin](#)

### Demos:

- [Animated Skin](#)
- [Video Skin](#)



## SHOPPABLE UNITS:

Supported Products	Creative Dimensions	Serving
Billboard	970x250	Site served (1x1)
Halfpage	300x600	Site served (1x1)
Mobile Interscroller	320x480	Site served (1x1)
Mobile Miniscroller	300x250	Site served (1x1)
Desktop Skin	1800x1000	Site served (1x1)

Shoppable ads are interactive ads designed to connect consumers with products, services, or merchants. In addition, they can provide product learning and exploration and links to additional information. This unit can host 3 to 6 products.

### Asset Delivery:

- For each product, the product image (with clean background preferred), the product description, and CTA. In addition, we can also incorporate product prices, tags, etc.
- Layered design assets. Photoshop (preferred) or Illustrator with the existing layout and high-res images. Designs created in Photoshop should be built at 2x scale for Retina Display.
- Fonts (OTF or TTF file format)
- Linked images and vector assets
- Brand guidelines and vector logo
- 1x1 trackers and additional pixels

### Metrics:

- Impressions & ad clicks
- Video quartiles (for the video units only) (25%, 50%, 75% & 100%)
- 3rd party tracking is accepted for all site served units via all site served units

### Submission Lead Time:

- 7 to 10 business days

### Notes:

- Only one impression and click tracker is needed per creative variation.
- Shoppable ads are 100% site-served.

### Templates:

- [Shoppable Ads \(All sizes\)](#)

### Demos:

- [Shoppable 970x250 Billboard](#)
- [Shoppable 300x600 Halfpage](#)
- [Shoppable 320x480 Interscroller](#)
- [Shoppable 300x250 Miniscroller](#)
- [Shoppable Skin](#)



# HIGH-IMPACT MOBILE VERTICAL VIDEO INTERSCROLLER

Creative Name	Video Ratio	Video Length	Max File Size
Vertical Video Interscroller	9:16	:06	3.5mb

**Asset Delivery:**

Site Served:

- 9:16 vertical video file
- 9:16 end card

**Video Asset Specs:**

File Format: MP4 or MOV

Length: :06 sec

Aspect Ratio: 9:16

Max File Size: 3.5 mb

Dimensions: min 640x1140 pixels  
(up to 1080x1920)

**End Card Specs:**

File Format: Layered PSD or Static JPG/PNG

Dimensions: min 640x1140 pixels  
(up to 1080x1920)

**Note:** If your asset has a different aspect ratio than the placement, the stage will automatically crop your video. Please see the guidelines for title safe area.

**Metrics:**

- Video impressions
- Video quartiles (25%, 50%, 75% & 100%)
- 3rd party tracking is accepted for all site served units via all site served units.
- Viewability
- Brand Safety

**Note:** Additional event trackers can be implemented upon request. Example: brand safety, research, etc.

**Creative Recommendations:**

**Title Safe Zone:**

To accommodate various site designs and devices *avoid placing logos and text outside of the title safe area* as these may be clipped or obscured in some cases.

**End Card:**

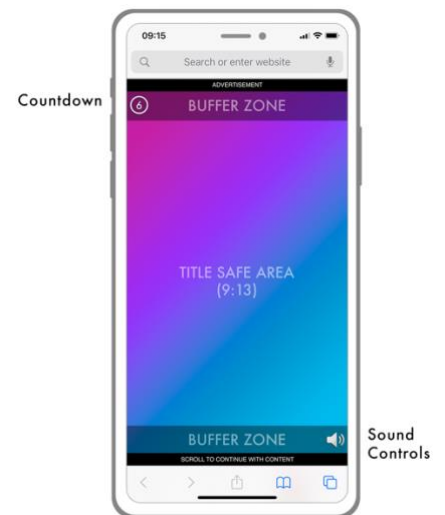
With video completion the end card will be shown. The player clicks through in this state therefore it's a great opportunity to include a strong call to action as part of the video's end card.

**Templates:**

- [Vertical Video](#)

**Demos:**

- [Vertical Video](#)



Responsive Size  
Vertical Video



## OLV (ONLINE VIDEO):

Video Tag Specs		
Tag version		Vast 2.0 (Tag must allow for SSAI)
Video	File type	.mp4 or .mov
	Codec	H.264
	Ratio	16:9 preferred or 4:3
	Resolution	1920x1080
	Length	:15 or :30 seconds
	Bitrate range	At least 20 mbps
	Max file size	50mb
	Frame rate	23.976 (recommended) or 29.97
Audio	Codec	PCM (preferred) or AAC
	Bitrate	At least 192 kbps
	Bit	16 or 24 bit only
	Sample rate	48 kHz
	Audio settings	Required

### Asset Delivery:

3rd Party Served:

- Vast Tags (preferred)
- VPAID Tags

Site Served:

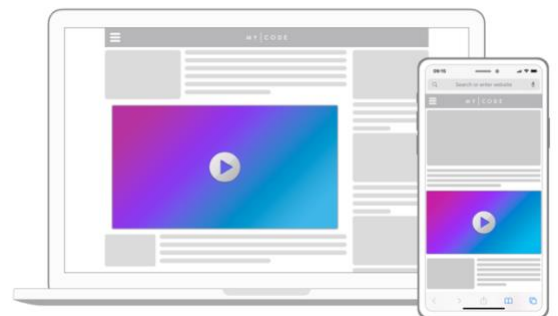
- Raw Video (.mp4 or .mov)
- 1x1 trackers
- Quartile trackers
- Additional trackers (if needed)

### Metrics:

- Video impressions
- Video quartiles (25%, 50%, 75% & 100%)
- 3rd party tracking is accepted for all site served units via all site served units
- Multiple tracking pixels supported. If site-served, each pixel should be provided separately. If served via 3rd party, then must be embedded in the VAST

### Submission Lead Time:

- 5 to 7 business days



## CTV & OTT:

Video Tag Specs		
Tag version	Vast 2.0 (Tag must allow for SSAI)	
Video	File type	.mp4
	Codec	H.264
	Ratio	16:9 preferred or 4:3
	Resolution	1920x1080
	Length	:15 or :30 seconds
	Bitrate range	15 mbps to 30 mbps
	Max file size	10GB
	Frame rate	23.976 (recommended) or 29.97
Audio	Codec	PCM (preferred) or AAC
	Bitrate	At least 192 kbps
	Bit	16 or 24 bit only
	Sample rate	48 kHz
	Audio settings	Required

### Additional requirements

- Only available in US
- Site serving requires an MP4 video file
- Requires file size less than or equal to 500 MB
- CTV & OTT ads are delivered in non-clickable environments so they should not include call-to-action elements that encourage clicking (e.g., a button shape that says “learn more”)

### Asset Delivery:

3rd Party Served:

- Vast Tags 2.0 or higher

Site Served:

- Raw Video (.mp4 or .mov)
- 1x1 trackers
- Quartile trackers
- Additional trackers (if needed)

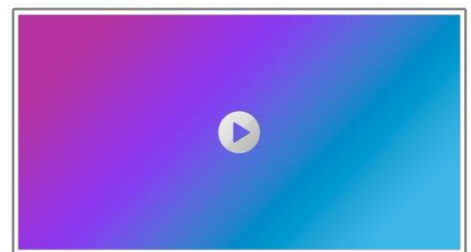
### Metrics:

- Video impressions

- Video quartiles (25%, 50%, 75% & 100%)
- 3rd party tracking is accepted for all site served units via all site served units
- Multiple tracking pixels supported. If site-served, each pixel should be provided separately. If served via 3rd party, then must be embedded in the VAST

### Submission Lead Time:

- 5 to 7 business days



## INTERACTIVE VIDEO

Creative Name	Video Ratio	Video Length	Max File Size
Interactive Video	16:9	:15 or :30	60mb

### Asset Delivery:

- 16:9 Video (See specs below)
- Layered design assets. Photoshop (preferred), Illustrator for the existing layout with high-res images. Designs created in Photoshop should be built at 2x scale for Retina Display
- Fonts (OTF or TTF file format)
- Linked images and vector assets
- Storyboard or animation instruction and/or sample animated units
- Brand guidelines and vector logo
- 1x1 trackers and additional pixels

### Video Asset Specs:

File Format: MP4 or MOV  
 Length: :15 or :30 sec  
 Aspect Ratio: 16:9  
 Max File Size: 60 mb  
 Dimensions: 1920x1080 is recommended  
 Frame Rate: 23.976 (recommended) or 29.97

### Metrics:

- Ad impressions, clicks, viewability, brand safety
- 3rd party tracking is accepted for all site served units via all site served units
- Video quartiles (for the video units only) (25%, 50%, 75% & 100%)

**Note:** Additional event trackers can be implemented upon request. Example: brand safety, research, etc.

### Creative Guidelines:

- Max Animation Length: video length
- The branded frame of the video can be altered by request. Don't hesitate to contact the My Code team if you have a specific layout.

### Submission Lead Time:

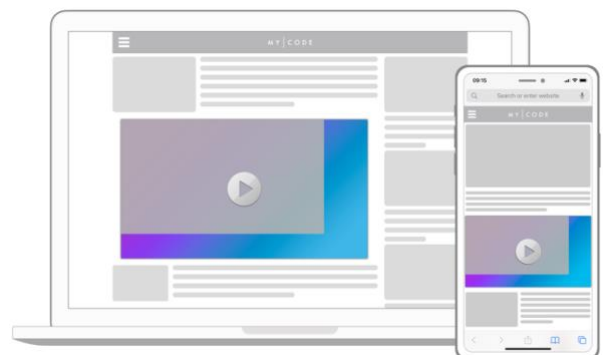
- 7 to 10 business days

### Templates:

- [Interactive Video](#)

### Demos:

- [Interactive Video](#)



## DYNAMIC VIDEO

Creative Name	Video Ratio	Video Length	Max File Size
Dynamic Video	16:9, 1:1 or 9:16	:06, :15 or :30	60mb

### Asset Delivery:

- 16:9, 1:1 or 9:16 Video (See specs below)
- Layered design assets. Photoshop (preferred), Illustrator for the existing layout with high-res images. Designs created in Photoshop should be built at 2x scale for Retina Display
- Fonts (OTF or TTF file format)
- Linked images and vector assets
- Storyboard or animation instruction and/or sample animated units
- Brand guidelines and vector logo
- 1x1 trackers and additional pixels

### Video Asset Specs:

File Format: MP4 or MOV  
 Length: :06, :15 or :30 sec  
 Aspect Ratio: 16:9, 1:1 or 9:16  
 Max File Size: 60 mb  
 Dimensions: 1080 px height is recommended  
 Frame Rate: 23.976 (recommended) or 29.97

### Metrics:

- Ad impressions, clicks, viewability, brand safety
- 3rd party tracking is accepted for all site served units via all site served units
- Video quartiles (for the video units only) (25%, 50%, 75% & 100%)

**Note:** Additional event trackers can be implemented upon request. Example: brand safety, research, etc.

### Creative Guidelines:

- Max Animation Length: video length
- The video asset must be in exact seconds. If not extra portion might be cropped out.
- QR Code is not required but recommended for CTV ads to add another layer of engagement.
- Depending on the experience identified additional assets such as list of locations, images for gallery, URLs for QR Code, etc. might be required.
- The branded frame of the video can be altered by request. Don't hesitate to contact the My Code team if you have a specific layout.

### Submission Lead Time:

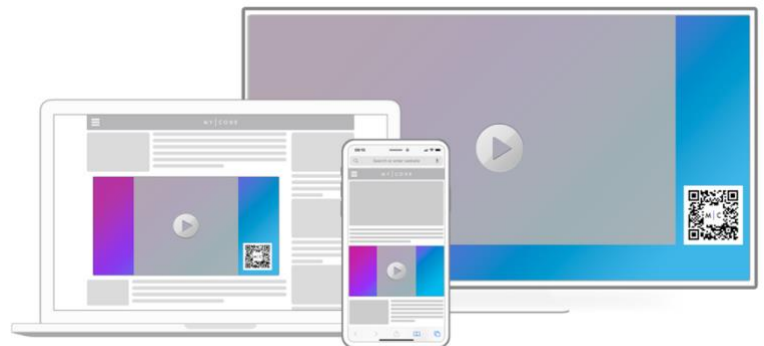
- 7 to 10 business days

### Templates:

- [Dynamic Video](#)

### Demos:

- [Dynamic video ft. 16:9 asset & date message](#)
- [Dynamic video ft. 1:1 asset](#)
- [Dynamic video ft. 9:16 asset & location](#)



## IN-BANNER VIDEO

Creative Name	Creative Dimensions	Max File Size	Serving	Video
In-Banner Video - Rectangle	300x250	250kb	Site served (1x1)	:15 or :30 sec
In-Banner Video – Half Page	300x600	250kb	Site served (1x1)	:15 or :30 sec

### Asset Delivery:

- 16:9 Video (See specs below)
- Layered design assets. Photoshop (preferred), Illustrator for the existing layout with high-res images. Designs created in Photoshop should be built at 2x scale for Retina Display
- Fonts (OTF or TTF file format)
- Linked images and vector assets

### Video Asset Specs:

File Format: MP4 or MOV  
 Length: :15 or :30 sec  
 Aspect Ratio: 16:9  
 Max File Size: 60 mb  
 Dimensions: 1920x1080 is recommended  
 Frame Rate: 23.976 (recommended) or 29.97

### Metrics:

- Ad impressions, clicks, viewability, brand safety
- 3rd party tracking is accepted for all site served units via all site served units
- Video quartiles (for the video units only) (25%, 50%, 75% & 100%)

**Note:** Additional event trackers can be implemented upon request. Example: brand safety, research, etc.

### Creative Guidelines:

- The animation is not available for the in-banner video
- The in-banner video can include visual elements from display banners. Please provide layered assets with guidance

### Submission Lead Time:

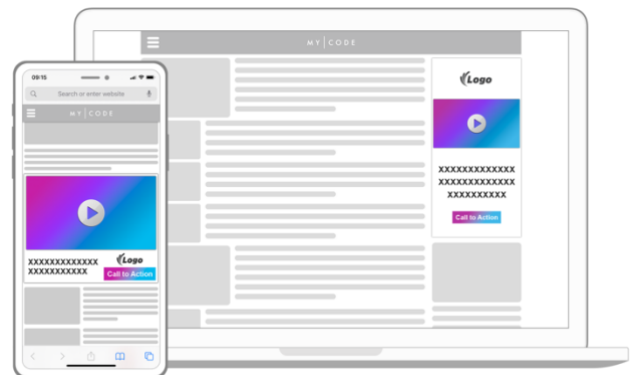
- 7 to 10 business days

### Templates:

- [In-Banner Video](#)

### Demos:

- [In-Banner Video - Rectangle](#)
- [In-Banner Video – Half Page](#)



## NATIVE ARTICLE WIDGET

Creative Name	Creative Dimensions	Max File Size
Article Widget - Rectangle	300x250	100kb
Article Widget - Half Page	300x600	100kb

The native article widget units are designed to further amplify branded article content across My Code's premium network. The unit adapts dynamically to the placement and the site it is being served on with an organic integration. The widget can host up to 6 articles.

### Asset Delivery:

- Article image (JPG or PNG). 16:9 ratio, 640x720 or higher
- Brand logo. Vector or transparent PNG. Min 640pixels wide
- Headline text, Max 50 characters
- Call-to-action: Max 24 characters
- Host website URL (example: HipLatina.com)
- Article URL
- 1x1 trackers and additional pixels

### Metrics:

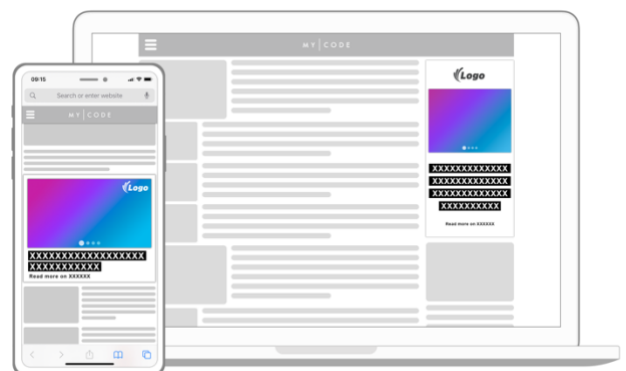
- Impressions & ad clicks
- 3rd party tracking is accepted for all site served units via all site served units

### Submission Lead Time:

- 3 to 5 business days

### Notes:

- Only one impression is needed per creative variation
- Each article needs its own unique click tracker
- Content amplification ads are 100% site-served
- Standard fonts, look and feel templated in order to provide an organic experience
- If requested, some of the brand custom assets can be incorporated in high impact units, such as background color and font styles



## NATIVE SOCIAL WIDGET

Creative Name	Creative Dimensions	Max File Size	Video
Social Story - Rectangle	300x250	250kb per panel	:06 sec max per panel
Social Story - Half Page	300x600	250kb per panel	:06 sec max per panel

Utilize the pre-built layouts with a variety of incorporated rich-media features to repurpose assets (video files, the images, the text) from your social content. The layouts can be customized to create a unique branded experience. It can feature up to four stories in a single unit.

### Asset Delivery:

- Brand/Influencer logo
- Social media handle
- For each slide:
  - 9:16 social image or up to 06-sec video
  - Headline text: Max 40 characters
  - Call to action: Max 15 characters

### Metrics:

- Impressions & ad clicks
- 3rd party tracking is accepted for all site served units via all site served units

### Submission Lead Time:

- 3 to 5 business days

### Notes:

- The unit can host up-to four image and/or video stories.
- Each story can have their own headline & call-to-action.
- Only one impression is needed per creative variation.
- Each slide needs its own unique click tracker.
- Social Story ads are 100% site-served.
- Standard fonts, look and feel templated in order to provide an organic experience.
- If requested, some of the brand custom assets can be incorporated in high impact units, such as background color and font styles.

### Demos:

- Social Story - Rectangle
- Social Story – Half Page



## NATIVE ADS

Creative Name	Creative Dimensions	Max File Size
In-feed Video	Adaptive	50mb
In-feed Image	Adaptive	100kb

### Asset Delivery:

- For in-feed video: 16:9 ratio, 15 or 30 second video asset. Max 50mb. VAST tag or MP4, MOV formats are accepted
- For in-feed image: 1200x628px or 1.91:1 ratio, JPG, PNG, or GIF format
- Advertiser logo: Min 128x128 px
- Headline text: Max 25 characters
- Description text: Max 90 characters
- Call-to-action text: Max 15 characters
- Advertiser name text: Max 25 characters
- 1x1 trackers
- Additional pixels and trackers (if needed)

### Metrics:

- Video impressions
- Video quartiles (25%, 50%, 75% & 100%)
- 3rd party tracking is accepted for all site served units via all site served units
- Multiple tracking pixels supported. If site-served, each pixel should be provided separately. If served via 3rd party, then must be embedded in the VAST

### Creative Guidelines:

Additional Specs:

- Media encoding needs to set as H.264
- 24 FPS recommended

### Submission Lead Time:

- 5 to 7 business days

**Note:** Native ads are 100% site-served.





## E-BLAST & NEWSLETTER BANNERS

Creative Name	Creative Dimensions	Max File Size
E-Blast	1080x1920 or 1080x1080	3mb
Newsletter	970x250 & 300x250	250kb

### Asset Delivery:

- Subject line: 41 characters max
- Design assets JPG, GIF, PNG or layered PSD
- 1x1 trackers & click tracker or Destination URL
- Additional pixels and trackers (if needed)

**Note:** Eblast with more than 1 link are allowed but will required production time unless the client send the HTML file ready.

**Note:** For newsletter banners, animated gif creatives are accepted. Max animation length is 30 seconds, 5pfs & 3 loops

### Metrics for E-Blast:

- Email open rate
- Click-through rate

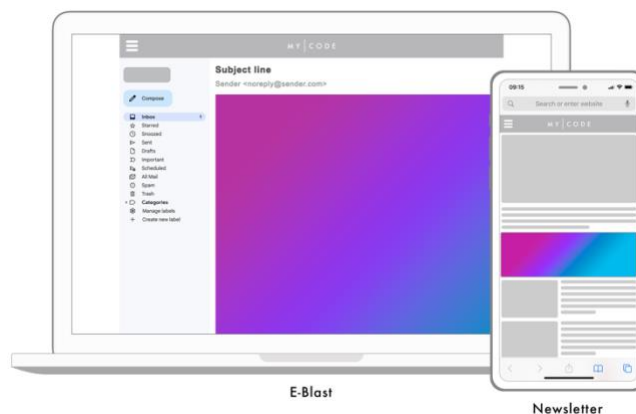
### Creative Guidelines:

- Creatives should have a clear "Call to Action"
- Creatives display your company logo
- All creatives that have a white or gray background must have a border around the image of at least 1px thick
- Always use the original links to content. Do not use URL shorteners like bit.ly
- Please note that the maximum file size for creatives is 250KB

### Submission Lead Time:

- 3 to 5 business days

**Note:** E-blast & newsletter ads are 100% site-served.



## AUDIO

Audio File Specs	
File Type	MP3. WAV. AAC. OGG. MP4
Max size	10MB
Bitrate	Recommended: anything between 128kbps to 320kbps
Protocols	VAST 2.0, VAST 3.0, DAAST 1.0, VAAST 2.0 Wrapper, VAAST 3.0 Wrapper
Min audio duration	5 sec
Max audio duration	60 sec
Recommended duration	30 sec mid-roll, 20 sec pre-roll
Impression tracker	Yes
LTR	Available on selected publishers