Raptive

General Specs
2024

Raptive Standard Media

Sizes & Specifications

FORMAT CATEGORY	HALF PAGE	RECTANGLE	LEADERBOARD	FOOTER
Device Type	Desktop, Tablet	Desktop, Mobile, Tablet	Desktop, Tablet	Desktop, Mobile, Tablet
Standard Size (WxH)	300x600	300x250	728x90	320x50
Max Full Expanded Size (WxH)	n/a	n/a	n/a	n/a
Display Ad Types	HTML5/JPG/GIF/PNG/3rd-Party			
Max Animation Length	Up to 30 seconds; looping allowed within 15 seconds			
Max File Size	Max file size for zip files 250k. Individual images used should be compressed as much as possible			
Max Hot Spot	100% of the entire ad unit			
Video	Must be served through an approved 3rd party rich media vendor, auto play allowed, but audio must default to mute			
Audio	Must be user-initiated on click			

Raptive Standard Media

Sizes & Specifications

FORMAT CATEGORY	HALF PAGE	RECTANGLE	FOOTER
Device Type	Desktop, Tablet	Desktop, Tablet	Desktop, Tablet
Standard Size (WxH)	970x250	728x250	300x1050
Max Full Expanded Size (WxH)	n/a	n/a	n/a
Display Ad Types	HTML5/JPG/GIF/PNG/3rd-Party		
Max Animation Length	Up to 30 seconds; looping allowed within 15 seconds		
Max File Size	Max file size for zip files 250k. Individual images used should be compressed as much as possible		
Max Hot Spot	100% of the entire ad unit		
Video	Must be served through an approved 3rd party rich media vendor, auto play allowed, but audio must default to mute		
Audio	Must be user-initiated on click		

General Guidelines

Overall Guidelines: All ads are subject to approval and are reviewed by Raptive prior to placement on the site. Any non-compliant elements will be returned for revision, which may delay the launch date.

- Raptive reserves the right to maintain its user experience and to remove any advertisement at any time for any reason. Please notify Raptive before making creative swap. Campaigns running creative which are not in spec may be paused.
- Cookies are only allowed for parties with a third-party ad serving agreement.
- Ad units that collect personal information must clearly identify the sponsoring organization, state the purpose for collecting the information and have a direct link to the sponsor's privacy policy adjacent to the submit button. The privacy policy must apply with all applicable laws, including CCPA/CPRA-compliant opt-out, right to know, right to delete, and right to correct.
- Raptive allows third-party monitoring tags. We recommend monitoring tags, as we pre-optimize inventory to best match the most relevant context and client KPIs.

Requirements:

- Browser Compatibility: Microsoft Edge, Firefox 3+, Safari 1.3+ and Chrome
- Valid click-through URLs that are domain name based (not an IP address)
- Distinct borders (to distinguish between Raptive and sponsor content)
- Clear and distinct branding

Video Requirements

STREAM TYPE	VIDEO	AUDIO
Auto Play	Yes, but audio must default to off	No, must be user-initiated on click
Format	Must be served through an approved 3rd party rich media vendor	
Max Length	Up to 30 seconds; looping allowed within 15 seconds	
Max File Size	Hosted by GAM: 1.9 GB (will be converted and compressed by GAM) Third Party Served: Up to 4MB	
Required Buttons	Stop/Start, Mute	

Pre-Roll Video:

- Host max video duration seconds: Raptive requests :05 - :30 sec max
  - Up to :60 sec (if skippable at :30 sec)
- Video compression: H.264
- Audio codec: MP4 or AAC preferred
- Audio: user-initiated only, standard definition - 4.1 or 4.8kHz stereo; high definition - 48kHz stereo
- Video file types: MP4 with H.264 video codec and AAC audio codec (preferred) Ogg, WebM, no larger than 30 MB

- Aspect ratio: 16:9
- Bit rate: 5,000 kbps (video)/256kbps (audio)
- Max frame rate: 24 FPS
- Video Target Bitrate: high definition: 2500-3500 kbps for 1080p
- Third-party serving: VAST & VPAID compliant
- Third-party tracking: yes - optional (clicks, 3rd party tracking via transparent 1x1 pixel from approved vendors to measure pre-roll impressions)

Raptive

General Advertising Policy

Submission:

- All assets with trafficking instructions should be sent to your Raptive account manager.
- All creative (text, artwork, and other components) must be received at least 3-5 days prior to launch date.
- All rich media tags will be edited for ad serving purposes. Click-through URLs and JavaScript are subject to change for click tracking purposes.
- When billing off fourth party impressions, all vendor logins must be sent to adops@raptive.com.

Restrictions: All advertising is subject to Raptive's approval. Raptive reserves the right to reject any advertisement if not consistent, in its judgment, with the quality of the Raptive site. Any non-compliant elements will be returned for revision, which may delay the launch date. Raptive does not accept and will not display advertising that falls into any of the categories listed below:

- Misleading users: creative content that is not clearly distinguishable from Raptive content or mimics or look like Windows/Mac system or error messages
- Breaking the site: creative content that pushes down, covers, or otherwise breaks the format of Raptive content
- Using disruptive techniques: creative content that pops-up/under/over
- Presenting non-optimal user experiences: creative content that includes low-quality imagery, fake claims, fake functionality (drop down menus, search boxes, etc. that do not accurately function), flashing or strobing animation, obscene or otherwise objectionable images or language
- Promoting obscene content: creative content that includes sexually suggestive imagery or language, profanity, or hate speech or language or imagery denigrating a particular group based on gender, race, creed, religion, sexual preference or handicap
- Promoting banned verticals: creative content that promotes pornography or obscenity
- Violating the law: creative content that infringes, misappropriates, or otherwise violates the rights of any third party
- Conflicting with Ratpve interests: creative content that conflicts with, interferes with, or is otherwise detrimental to Raptive's interests, reputation or business.