

	Placement Name	Pushdown	Leaderboard*	Medium Rectangle*	Left & Right Skin	Half Page	Billboard	Mobile Banner	Interstitial	Featured Video	Pre-Roll
STANDARD SPECS	Dimensions	1000x90 or 970x90	728x90*	300x250*	185x1024 (2)	300x600	970x250	320x50	1600x1000	16:9	16:9
	Accepted File Types	Static Image or 3rd Party Tag	Static Image or 3rd Party Tag*	Static Image or 3rd Party Tag*	Static Image	Static Image or 3rd Party Tag	Static Image or 3rd Party Tag	Static Image or 3rd Party Tag	Static Image	Video File (MP4, MOV)	VAST Tag (hosting an MP4 HTML5 File)
	Site or 3rd Party Served	Site or 3rd Party Served	Site or 3rd Party Served*	Site or 3rd Party Served*	Site Served	Site or 3rd Party Served	Site or 3rd Party Served	Site or 3rd Party Served	Site Served	Site Served	3rd Party Served
	Static File Size / Initial Load	200k	150k	150k	200k	200k	250k	50k	350k	N/A	N/A
	Subload	400k	300k	300k	N/A	400k	500k	100k	N/A	N/A	N/A
RICH MEDIA & HTML5 SPECS	Animation Time	9 seconds	15 seconds	15 seconds	N/A	15 seconds	15 seconds	15 seconds	N/A	N/A	N/A
	Looping	N/A	Unlimited within 15 seconds	Unlimited within 15 seconds	N/A	Unlimited within 15 seconds	Unlimited within 15 seconds	Unlimited within 15 seconds	N/A	N/A	N/A
	FPS	24	24	24	N/A	24	24	24	N/A	N/A	N/A
	Expansion Size	1000x300 or 970x300	728x315	600x250	N/A	600x600	N/A	N/A	N/A	N/A	N/A
	Expansion Direction	Down	Down	Left	N/A	Left	N/A	N/A	N/A	N/A	N/A
	Expand / Collapse Options	Auto-expand 1x/day, then user-initiated by click	User-initiated by click	User-initiated by click	N/A	User-initiated by click	User-initiated by click	N/A	N/A	N/A	N/A
	Expand / Collapse Buttons	Required	Required	Required	N/A	Required	Required	N/A	N/A	N/A	N/A
	Play	Auto-play	Auto-play	Auto-play	N/A	Auto-play	Auto-play	User-initiated by tap	N/A	Auto-play	Auto-play
	Sound	User-initiated by click	User-initiated by click	User-initiated by click	N/A	User-initiated by click	User-initiated by click	User-initiated by tap	N/A	User-initiated by click	User-initiated by click
	Length	Auto: 9s User-initiated: Unlimited	Auto: 15s User-initiated: Unlimited	Auto: 15s User-initiated: Unlimited	N/A	Auto: 15s User-initiated: Unlimited	Auto: 15s User-initiated: Unlimited	Unlimited (user-initiated only)	N/A	30-60 seconds	15 or 30 seconds
VIDEO SPECS	File Size	Auto: 1.1MB User-initiated: Unlimited	Auto: 1.1MB User-initiated: Unlimited	Auto: 1.1MB User-initiated: Unlimited	N/A	Auto: 1.1MB User-initiated: Unlimited	Auto: 1.1MB User-initiated: Unlimited	Unlimited (user-initiated only)	N/A	50MB	N/A
	Aspect Ratio	16:9	16:9	16:9	N/A	16:9	16:9	16:9	N/A	16:9	16:9
	Buttons	Play / Pause / Mute	Play / Pause / Mute	Play / Pause / Mute	N/A	Play / Pause / Mute	Play / Pause / Mute	Play / Pause / Mute	N/A	N/A	N/A

\* Banners running in newsletters, Apple News and Facebook Instant Articles must be static and site-served. Apple News banners require 44x44 safe area in bottom right corner.