Coalition for Better Ads®

This ad format has been designed to be compliant with the Better Ad Standards.

Attention designers

Photoshop templates, wizard builds and working previews
are available online at http://playground.xyz/build

Creative Specifications

Hero Unit

Width:	375px @2x
Height:	164px @2x

Skin sides

10 pixels

Overlay (Optional)

Width:	100%
Height:	100%

Fallback Banner

Width:	320px @2x
Height:	50px @2x
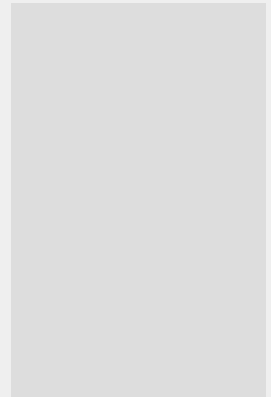
Max file size	**250kb**
Deliverable	**Playground Build URL**
Optional components	**Full page overlay on hero click.**

Video Overlay Module Specifications

Max length	**90s (recommended <30s)**
File format	**MP4**
Aspect ratio	**16:9**
Resolution	**960 x 540**
	25mb

⊘ **Help**

Bit rate	**24FPS or 30FPS**