



Standard Display Ad Specs

Ad unit name	Dimensions (W x H in pixels)	Max File Weight			Animation	3rd Party	Image Rotation
		GIF/JPG	HTML 5				
			Initial	Polite			
Medium Rectangle	300x250px	50KB	200KB	2mb	30 sec max	Yes	6 max per campaign
Leaderboard	728x90px	50KB	200KB	2mb	30 sec max	Yes	6 max per campaign
Billboard	970x250px	50kb	200KB	2mb	30 sec max	Yes	6 max per campaign
Pushdown	970x90px	50KB	200KB	2mb	30 sec max	Yes	6 max per campaign
970x66	970x66px	50KB	200KB	2mb	30 sec max	Yes	6 max per campaign
Smartphone Banner	300x50 or 320x50px	15KB	50KB	2mb	30 sec max	Yes	6 max per campaign
Promo Unit	120x60	15KB	N/A		No animation	Yes	6 max per campaign
High Impact Unit	A fully customizable cross-platform takeover unit that gives brands the ability to tailor their story with complete user attention. Contact velocityadsolutions@viacom.com for specs						

- HTML5 accepted for standard display ads – see HTML5 Guidelines
- All creatives must function uniformly on both Windows and Mac OS X operating systems as well as the following browsers: Internet Explorer, Firefox, Google Chrome and Safari for Mac OS X. If the rich media creatives will not display properly in a browser, a default GIF/JPG must be shown.
- For Standard Display ad units, provide creatives in GIF, JPG, or Iframes.
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SUBMISSION DEADLINES

GIF/JPG - 2 business days prior to launch date

HTML5 Standard Animation - 3 business days prior to launch date

HTML5 Rich Media - 5 business days prior to launch date

Note: If the submitted creative does not conform to the specifications, it will not be placed online and may result in a delayed launch date.