

# Companion Creative Specs

## File Size

Creative file size must be 150KB or smaller – this applies to both first- and third-party ads.

## Creative Types

- GIF, JPEG, and PNG Image Files
- Third-party ad tags from approved server list (HTML or JavaScript)
- HTML5

## Creative Sizes

- 300x250 – Medium Rectangle
- 160x600 – Wide Skyscraper
- 728x90 – Leaderboard
- 300x600 – Half Page Ad
- 300x50 – Mobile Leaderboard
- 320x50 – Mobile Leaderboard
- 970x250 – Billboard

## General Specifications

The following specifications apply to all display ads in the Keynes Digital engine:

- Creative images must be clear, recognizable, and relevant; text appearing in the ad must be legible
- Creatives must occupy the entire space of the image size you've chosen
- Creatives cannot appear sideways or upside down
- Creatives cannot be segmented, contain multiple copies of themselves within the ad, or otherwise appear to be more than one ad
- Creatives with partially black or white backgrounds must include a visible border of a contrasting color to the majority background color of the ad.
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- Creatives must open a new page on click; they cannot open in the same page.
- Animated ads are restricted to a maximum of 15 seconds of looping, after which point they must remain static.
- Ads must include the play, pause, mute and unmute controls.