## IN-GAME-Advertising / Adverty

### Guidelines for display creatives - Creative assets Adverty specifications

**Image** Display sizes 970x250v, 300x600,300x250,320x50)

**Image** creatives only support **JPEG**

Below are the most common requirements for display creatives to serve on various exchanges.

### Technical requirements

Duration of animated ads must be 30 seconds or less.
Ads must open in new tab or new window only.

### Supported file types

HTML/Text: HTML, HTM, CSS, JS
Images: JPEG
Fonts: DFONT, EOT, OTF, TTE, TTF, WOFF, WOFF2

### Restrictions

o   Autoplay: Ads that autoplay audio are prohibited. (Ads that autoplay video are OK, as long as the audio is muted.)
o   Pop ups: Ads that spawn popups or surveys are prohibited.
o   Size: Image creatives hosted can be up to 10 MB.
o   Download size: The total file size of all creative files downloaded by a person's browser when an ad serves is limited to a maximum of 5 MB.
o   Cookies: A maximum of 25 cookies can be set per creative.
o   HTTP calls: A maximum of 100 HTTP calls are allowed per creative.

Please note, 0 x 0 flex-sized creatives served by third-party ad servers are not currently supported for mobile app interstitial inventory.

### Technical requirements for mobile interstitials

Dimensions: Any MRAID, image, or HTML5 creative with proper dimensions should be eligible for targeting to interstitials if they meet specific exchange requirements of size and creative type. However, the most prevalent interstitial sizes are 320 x 480, 768 x 1024, and 300 x 250.

Please adhere to all other guidelines issued by the IAB.

## Guidelines for video creatives - Technical requirements

- Format: video creatives in the following formats:

  - File types: .avi, .mov, .mp4, .m4v, .mpeg, .mpg, .oga, .ogg, .ogv, .webm, .wmv

  - VAST:Adverty supports the VAST 2.0, VAST 3.0, and VAST 4.0 specifications. You can also use VAST wrappers, but we recommend limiting to only 2 wrappers to avoid issues with serving on exchanges.

  - VPAID: Adverty supports HTML5 VPAID using the VPAID 2.0 specification. Adverty does not support direct upload of VPAID creatives.

- Size: Video creatives hosted by Adverty can be up to 1 GB. Always upload a source file with the highest possible specifications you have available so that Adverty can transcode the asset into as many serving files as possible. However, individual exchanges may have different maximum file sizes, so plan accordingly.

- Duration: Video inventory supports a variety of durations, such as:

  - Less than 15 seconds
  - 15 seconds
  - 20 seconds
  - 30 seconds

- Aspect ratio: Adverty accepts video creatives with the following aspect ratios:
  - Landscape/horizontal videos must have an aspect ratio of 16:9 (for example, 640 × 360) or 4:3 (for example, 640 × 480).

  - Portrait/vertical videos must have an aspect ratio of 9:16 (for example, 360 × 640) or 3:4 (for example, 480 × 640).

- Clickthrough URL: Make sure the creative has a clickthrough URL specified. Note that the clickthrough URL will be opened in a new window.
- Third-party VAST tags: Adverty accepts third-party VAST tags containing VAST and VPAID creatives. Adverty wraps the tags according to the VAST 2.0, VAST 3.0, or VAST 4.0 specification based on the requirements of each individual exchange. This might result in some metrics specific to each version of VAST, such as skips offset for VAST 3.0 and VAST 4.0, not being available for a creative.
- VPAID adapter: Adverty uses an HTML5 VPAID adapter for Active View measurements for video ads.

## Prohibited content

The following content in ads is prohibited:

- Tobacco, weapons, nudity, defamatory/hate content, illegal activities, profanities, or spyware.
- Offers of free gifts, links to quizzes and surveys, misleading claims, and references to sex or sexuality.