

Specifications for Display Creatives

Display ads can include any of the following creative types:

- Image files
- Third-party HTML or JavaScript ad tags (from supported ad servers)
- HTML5 creatives[creatives-specs-html5.html] (through third-party ad servers or hosted by The Trade Desk)



Important

When using the PG Publisher-Hosted Creative Solution, you must upload a 1x2 fully transparent static PNG creative pixel.

The following sections list general and optimal recommendations as well as ad size specifications that apply to display ads in The Trade Desk platform.

General Recommendations


Scale across multiple inventory sources using the following display creative recommendations.



Note

While the following requirements enable you to serve across most inventory sources, specifications may still vary by publisher and SSP.

Requirement	Description
File type	GIF, JPEG, or PNG
File size	150 KB or smaller (for both first-party ads and third-party ads)

Requirement	Description
Images	<p>Creative images must be clear, recognizable, and relevant and must occupy the entire space of the image size you've chosen.</p> <div>  Important <p>According to the Coalition for Better Ads (CBA) [https://www.betterads.org/standards/] guidelines, in the United Kingdom, display ads with static or animated ad messages or images must not take up more than 20% of the video player or appear in the middle third of the video player.</p> </div>
Text	Text appearing in the ad must be legible.
Orientation	Creatives cannot appear sideways or upside down.
Segmentation	Creatives cannot be segmented, contain multiple copies of themselves within the ad, or otherwise appear to be more than one ad.
Background color	Creatives with partially black or white backgrounds must include a visible border of a contrasting color to the majority background color of the ad.
Click action	When the user clicks a creative, it must open a new page.
Animation limit	Animated ads are restricted to a maximum of 15 seconds of looping, after which they must remain static.
In-banner	Must be in Flash format with a 50 KB maximum file load and 2 MB maximum load for the secondary file; video ads must include play, pause, mute, and unmute controls.
Click-to-start video	No length limit, but must navigate to a landing page upon completion.
Auto-start video	A 15-second limit applies, with no audio heard unless initiated by mouse-over; should be backstopped by static 300x250 that clicks through to landing page.

Supported Display Ad Sizes

The Trade Desk supports the following display ad sizes.



Note

Available inventory varies widely by ad exchange and region, so all supported formats may not be available in every case. If you have questions about ad sizes available in your region, contact your Account Manager.

Top Display

The following table lists the supported (optimal) top-display sizes for display creatives.

Type	Size
Wide skyscraper	160x600
Medium rectangle	300x250
Leaderboard	728x90
Half-page ad	300x600

Top Mobile

The following table lists the supported (optimal) top-display sizes for display creatives.

Type	Size
Wide skyscraper	160x600
Medium rectangle	300x250
Leaderboard	728x90
Half-page ad	300x600

GumGum

The following table lists the supported GumGum sizes for display creatives and indicates which are considered optimal.

Type	Size	Optimal?
GumGum display 160x600	6x6	
GumGum display 728x90	7x7	
GumGum display 300x250	8x8	
GumGum display 320x50	9x9	
GumGum in-image ad unit 728x90	10x10	Optimal
GumGum Broadway ad unit	11x11	Optimal
GumGum in-image animated ad unit	12x12	Optimal
GumGum in-image ad unit	13x13	Optimal
GumGum pencil ad unit	14x14	Optimal
GumGum in-image canvas ad unit	16x16	Optimal
GumGum in-screen ad unit	17x17	Optimal
GumGum in-image embedded video ad unit	18x18	
GumGum in-screen embedded video ad unit	19x19	
GumGum in-screen takeover ad unit	20x20	

Type	Size	Optimal?
GumGum in-screen half takeover ad unit	21x12	
GumGum in-image frame ad unit	22x22	
GumGum in-screen frame ad unit	23x23	
GumGum in-content video ad unit	24x24	

Other Formats

The following table lists other supported (optimal) sizes for display creatives.

Type	Size
Custom	1000x90
Custom	1020x250
Vertical banner	120x240
Button 2	120x60
Skyscraper	120x600
Button 1	120x90
Square button	125x125
Button	125x83
Custom	1280x100
Rectangle	180x150
Custom	180x500
Custom	226x850
230x230 square	230x230

Type	Size
Custom	230x600
Half banner	234x60
Vertical rectangle	240x400
Square pop-up	250x250
Custom	250x360
3:1 rectangle	300x100
Custom	300x1050
Custom	300x240
Video companion	300x60
Mobile custom	320x160
Custom	320x240
Custom	320x250
Mobile custom	320x320
Custom	320x480
Mobile custom	320x80
Custom	400x400
Custom	440x220
Custom	450x250
Custom	468x400
Full banner	468x60
Custom	480x250
Custom	480x280
Custom	480x320
Custom	480x80

Type	Size
Custom	519x225
Custom	544x225
Custom	550x340
Large Banner	551x289
Letvertise custom	555x111, 555x333
600x75 banner	600x75
Custom	640x480
Pop-under	720x300
Custom	720x480
Custom	750x200
Custom	800x250
Micro bar	88x31
Custom	930x180
Huge banner	960x325
Custom	960x60
Custom	970x250
Custom	970x66
Custom	970x90
Custom	975x300
Custom	980x120
Custom	980x150
Custom	980x240
Custom	980x250
Custom	980x400

Type	Size
Custom	980x90
Custom	994x250

Was this helpful?

Yes

No