Specifications for Native Creatives

Native creatives are comprised of assets of multiple types (including images and text). Because of the diversity of contexts where native ads are displayed, provide multiple assets to ensure that the best one is picked to match each impression.

Here's what you need to know about native creatives:

- Third-party JavaScript pixels are currently supported for native creatives except with AdX and Taboola.

- All native providers support third-party image trackers, but only three can be appended to a single creative.

- Quality Alliance viewability[viewability-intro-rails.html#quality-alliance-viewability-targeting] is supported for native providers where Moat measurement is supported.

- If your ad group is targeting categories, keep in mind that native creatives are not compatible with Tier 2 and Tier 3 contextual categories. They are compatible only with Tier 1 or custom categories.

- All character count limits include spaces and punctuation marks.

   For example, the phrase "Water.org brings fresh water to thirsty people" contains 39 letters, one punctuation mark, and six spaces (a total of 46 characters).

For details on viewability measurement for native creatives, see Native[faq-post-bid-viewability-reporting.html#native] Viewability Reporting Availability. See also Native Creatives[creatives-upload-by-type.html#native-creatives] .

The Trade Desk Guidelines

The following table lists The Trade Desk optimal specifications for native creatives.

Requirement	Description	Specification
Main image	The large main image to be used in the advertisement.	1200x627, (1.91:1 aspect ratio) The main image must be less than 2000x2000 pixels.
Main video	When included, the creative bids only on impressions that support video.	5 minutes (300 seconds) maximum The main video must have a file size of less than 2 GB.
Icon	The app icon or brand logo to be displayed in the ad.	200x200 (1:1 aspect ratio)
Logo	The advertiser's logo to included in the ad, either overlaid over the main image or shown separately from the main image.	200x200 (1:1 aspect ratio)
Short title	The title or headline for the native ad—should be optimized for mobile.	25 characters maximum
Long title	The title or headline for the native ad—should be optimized for desktop.	90 characters maximum
Short description	Additional text typically displayed below the title—should be optimized for mobile.	90 characters maximum
Long description	Additional text typically displayed below the title—should be optimized for desktop.	140 characters maximum
Sponsor (Brand)	The name of the advertiser running the native ad.	25 characters maximum
Call to action	Text, such as *Learn More* or *Buy Now*, that likely appears in a button near the image assets.	15 characters maximum

Guidelines by SSP

> **ⓘ Note**
>
> For maximum reach, follow The Trade Desk guidelines. Individual supplier requirements have been provided for reference, but you may limit your reach if you use only supplier-specific formats.

See also the following SSP-specific specifications for native creatives:

- AdYouLike[https://adyoulike.atlassian.net/wiki/spaces/CD/pages/508854642/Creative+Specifications]
- Google AdX[https://developers.google.com/authorized-buyers/rtb/native-ads#native-ad-templates]
- Nativo[https://integrations.nativo.com/docs/native-display-creative-specs-2]
- Outbrain[local-files/OB-Programmatic-DSP-TheTradeDesk-Setup-Guide.pdf]
- Sharethrough[https://support.sharethrough.com/hc/en-us/articles/211930923-Creative-Specs]
- Taboola[https://help.taboola.com/hc/en-us/articles/360026664414-Programmatic-Creative-Best-Practices]
- TripleLift[https://drive.google.com/file/d/10sl5G5eETD0_HNXvTCQHscuIPNBAlxFr/view]
- Xandr (login required)[https://wiki.xandr.com/login.action?os_destination=%2Fpages%2Fviewpage.action%3FspaceKey%3Dpolicies%26title%3DPolicies%2Bfor%2BBuying&permissionViolation=true]
- Yieldmo[https://formats.yieldmo.com/app-front/spec/flexcard]

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