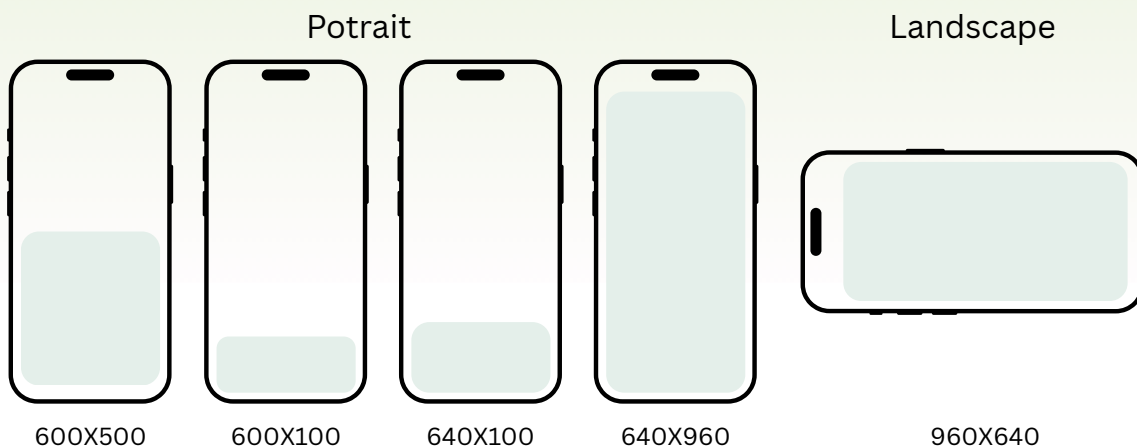


Creative Toolbox

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Sizes for Static & Dynamic Ads



Note: Editable PSD/AI files (make sure there are no missing/unlinked assets), raw images, logos, and fonts

Ad Requirements

Video Ads

Duration: 6-15 sec

Quality: Always HD

Max weight: 5MB

Format: MP4

Size:

Landscape: 16:9, 1920X1080

Portrait: 9:16, 1080X1920

Square: 1:1, 1080X1080

Native Ads

- Headline: max 25 characters
- Text: max 90 characters
- CTV: max 15 characters
- The image should NOT have your logo or CTV: the assets are automatically combined by the app where the ad is shown.

Best Practices

- Hook viewers within the first 2 seconds
- Show the brand/product early
- Keep copy to 6-8 words per frame
- Focus on one key message per video
- Keep the CTA visible for the final 2-3 seconds

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