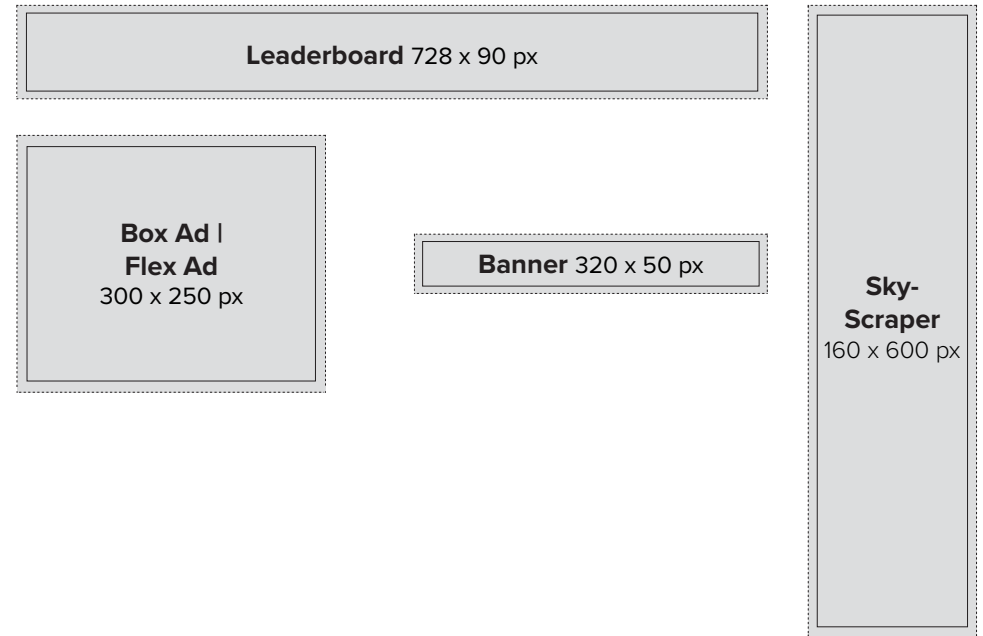


Programmatic Ad Specs

Programmatic Display Campaign

- **Image Dimensions:** 320 x 50 px, 728 x 90 px, 300 x 250 px, 160 x 600 px
- **File:** JPEG, GIF, PNG | 150 KB max | 72 dpi
- **Clickthrough Link:** One standard URL (HTTPS)
- All 4 sizes are required to run this campaign



Programmatic Video Campaign

- **Video Dimensions:** 4K, 1920 x 1080 px, or 1280 x 720 px (Aspect Ratio: 16:9)
- **File:** High quality MP4 video (.mp4 h.264)
- **Audio Bitrate:** 128 kbps or higher audio format (WAV or .AIFF Video Bitrate: 2.0 Mbps or higher)
- **Video Length Required:** 15 & 30 second clips (2 separate videos required)
- Videos should be under 10 Mbps to ensure quick loading and good quality

