NARCITY MEDIA

AD TYPE

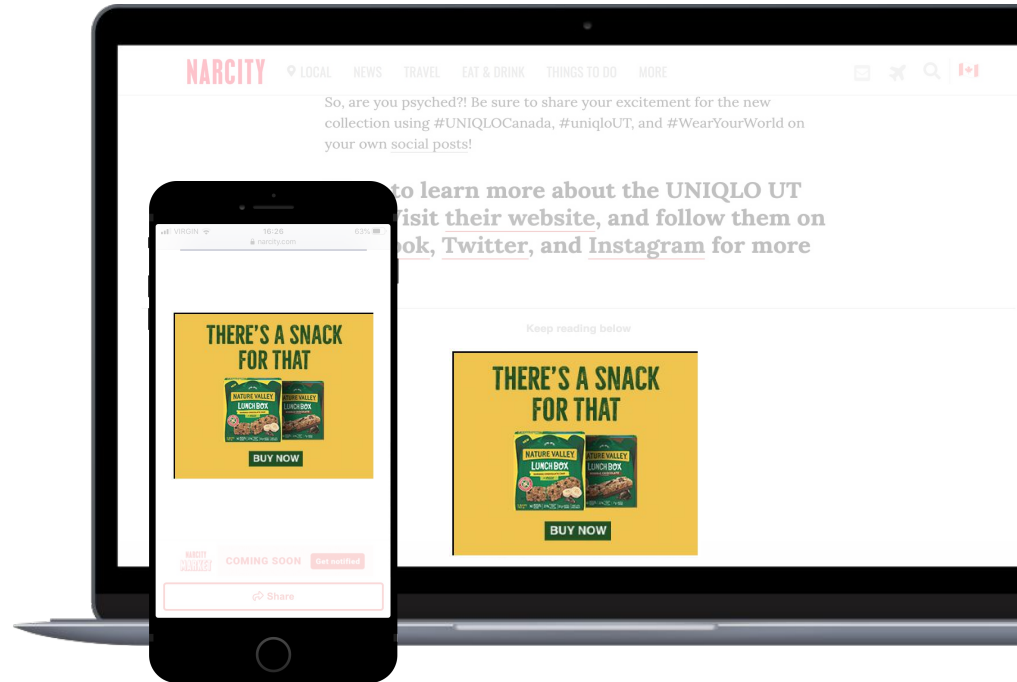# Leaderboard

| Dimensions	728x90
File size	Up to 100KB
File type	JPG, PNG, GIF, HTML5, 3rd Party Tag
Animation	Up to 30 seconds
Serving options	Approved Third Party via GAM
Notes	Language/browser/location targeting options available
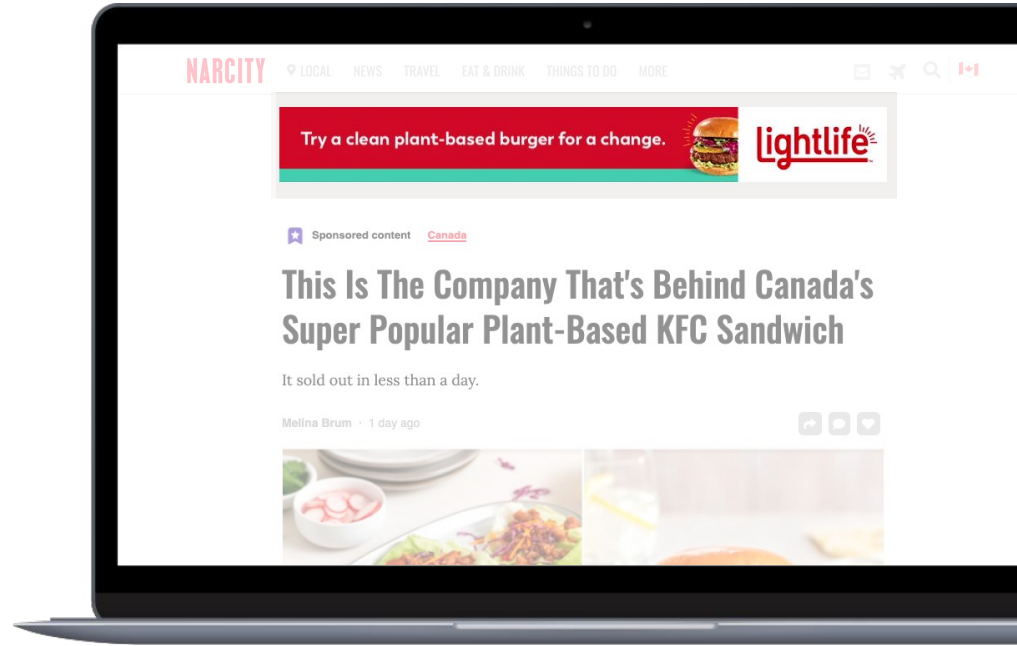
AD TYPE

Big Box

Dimensions	300x250
File size	Up to 100KB
File type	JPG, PNG, GIF, HTML5, 3rd Party Tag
Animation	Up to 30 seconds
Serving options	Approved Third Party via GAM
Notes	Device/language/browser/location targeting options available

AD TYPE

Mobile leaderboard

Dimensions	320x50
File size	Up to 100KB
File type	JPG, PNG, GIF, HTML5, 3rd Party Tag
Animation	Up to 30 seconds
Serving options	Approved Third Party via GAM
Notes	Language/browser/location targeting options available
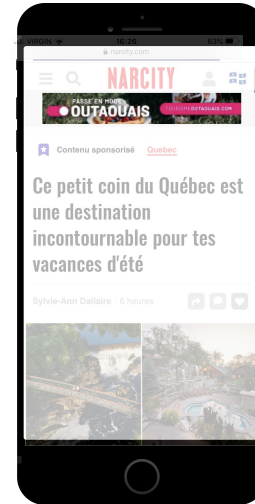
AD TYPE

Skin

|	
Dimensions	2000x1200
File size	Up to 400KB
File Type	JPG, PNG
Guidelines	[Safe-zone Guidelines](#)
Notes	Desktop only Language/browser/location targeting options available

ATTENTION
In order to see the key imagery, it is recommended to keep the design within **600px** height. Keep all logos, product shots and key messaging as tight to the white area as possible in order to create a user experience that will work across multiple browsers and screen resolutions. Content should mostly stay within the red box, and design should be complementary to banners not duplicated.

NARCITY
MEDIA
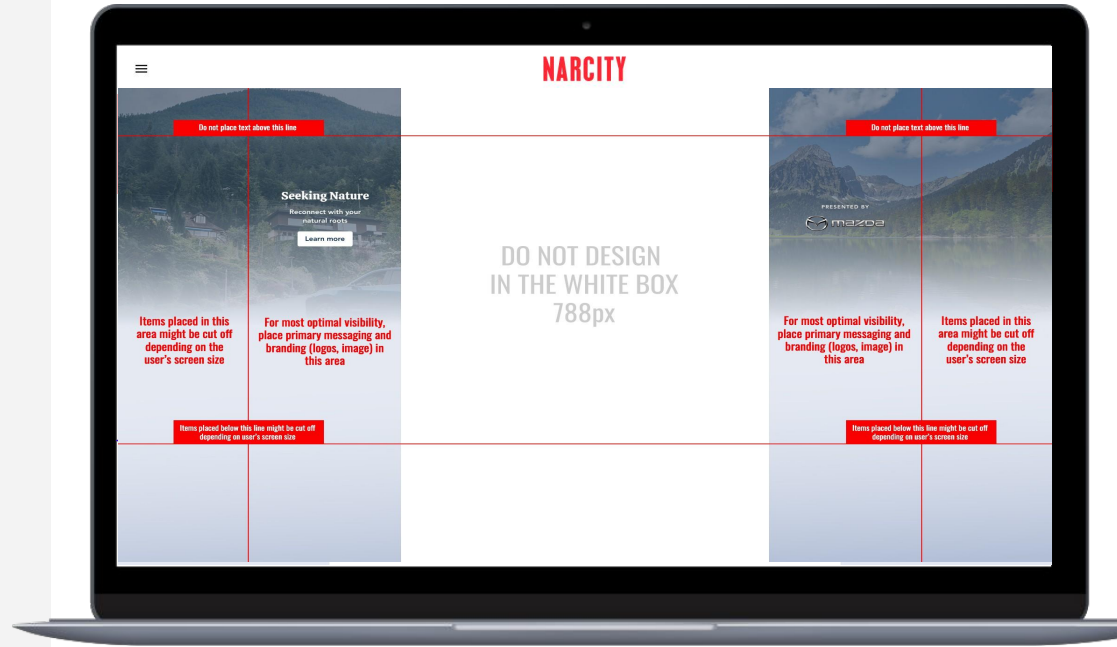
AD TYPE

Billboard

Dimensions	970x250
File size	Up to 250KB
File type	JPG, PNG, GIF, HTML5, 3rd Party Tag
Animation	Up to 30 seconds
Serving options	Approved Third Party via GAM
Notes	Device/language/browser/location targeting options available

NARCITY MEDIA
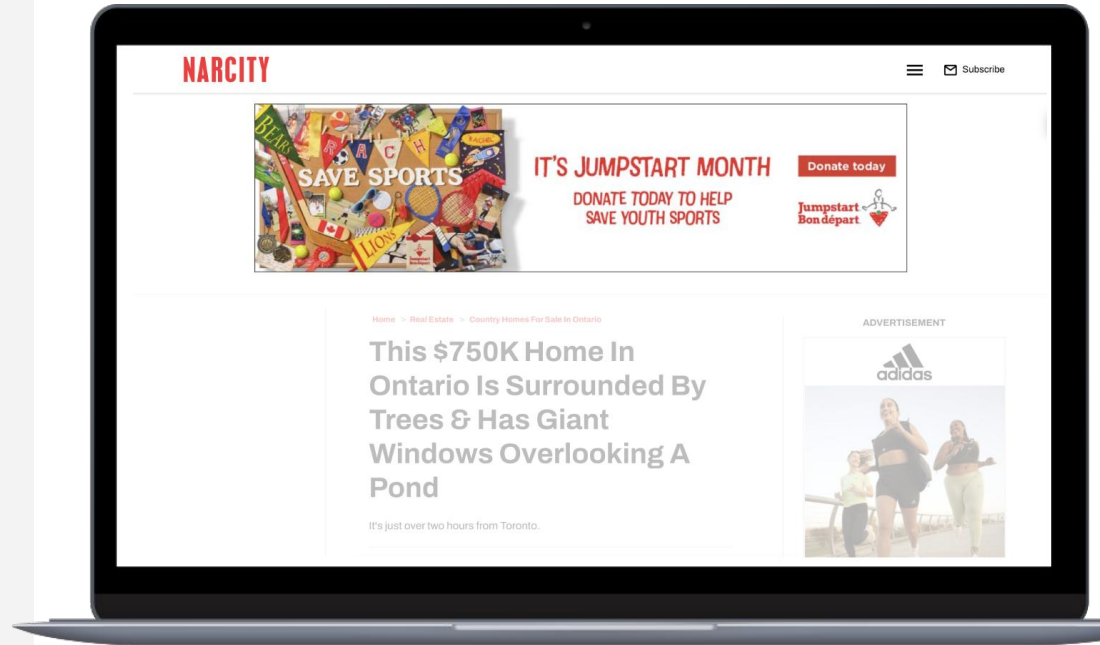
AD TYPE

Half Page

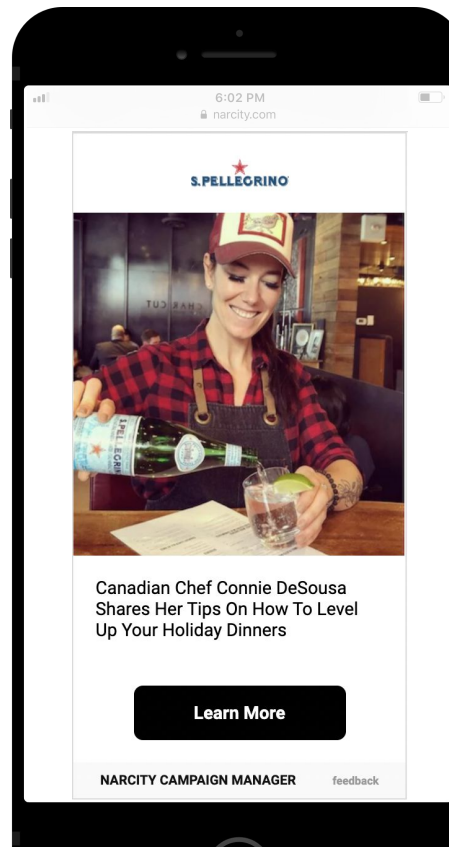|	
Dimensions	300x600
File size	Up to 150KB
File type	JPG, PNG, GIF, HTML5, 3rd Party Tag
Animation	Up to 30 seconds
Serving options	Approved Third Party via GAM
Notes	Device/language/browser/location targeting options available
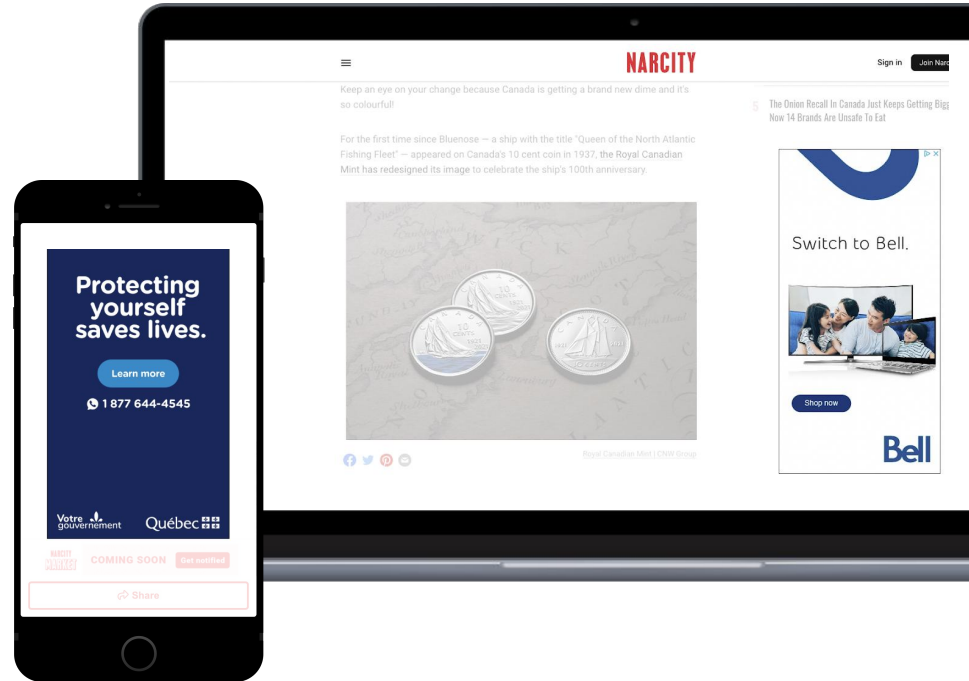
AD TYPE

Native Ads

| What you'll need	1. A landing page URL 2. A logo image file 3. A Caption (200 characters) 4. An image creative
Logo file format	JPG or PNG
Recommended image specs	The image creative should be 400x415
Notes	Language/browser/location targeting options available

AD TYPE

Brand Snippet

What you'll need	1. A landing page URL 2. An image file (800x535) 3. Headline (under 15 words recommended) 4. Sub-Headline (under 10 words recommended) 5. Teaser Paragraph (no more than 50 words) 6. Call to action
Image file format	JPG or PNG
Recommended image specs	The image creative should be 800x535.

NARCITY MEDIA
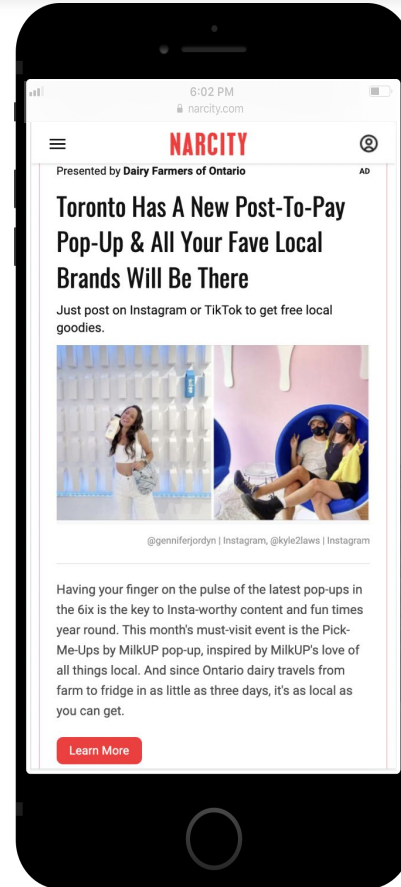
AD TYPE

Preroll ad

Video Lengths	6-30 second preroll video file
Recommended specs	1. Max File size: 80 MB. 2. File quality: Recommended 24 fps minimum 3. 16:9 ratio
File type	MP4 (recommended), MOV, WMV, VAST Tags
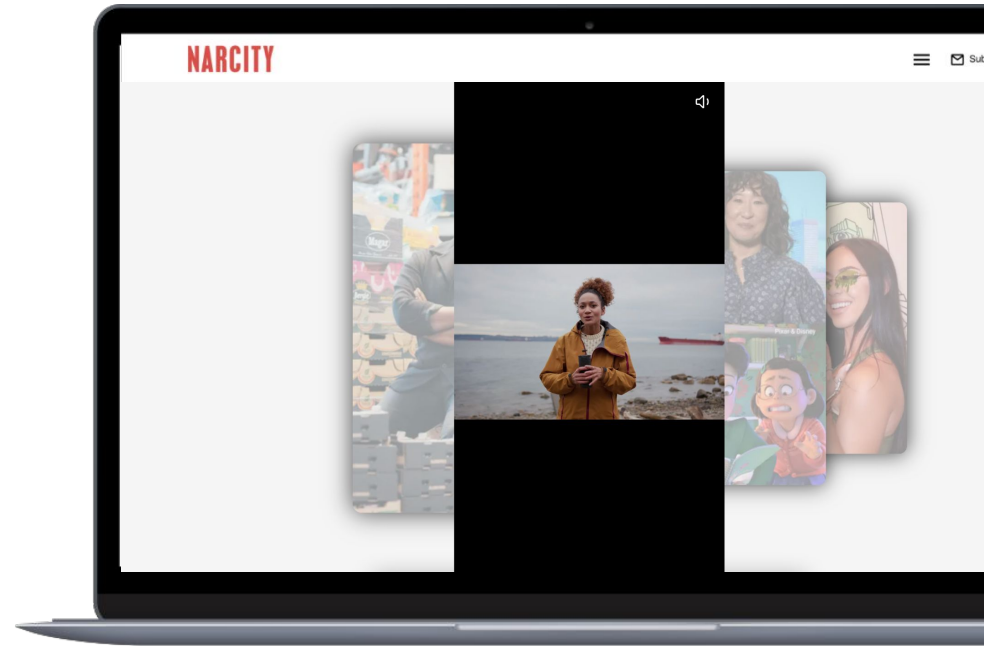
AD TYPE

Vertical Preroll ad

Video Lengths	6-30 second preroll video file
Recommended specs	1. Max File size: 80 MB. 2. File quality: Recommended 24 fps minimum 3. 9:16 ratio
File type	MP4 (recommended), MOV, WMV, VAST Tags