Coalition for Better Ads®　　This ad format has been designed to be compliant with the Better Ad Standards.

Attention designers

Photoshop templates, wizard builds and working previews
are available online at http://playground.xyz/build

Creative Specifications

Hang Time Panel	Progress Bar	Optional Responsive Footer	Skip Button	Fallback MREC PNG
Width: 100% Height: 100%	Customisable via hex colour	Width: 375px @2x Height: 70px @2x	Mandatory. Non customisable.	Width: 300px @2x Height: 250px @2x Static image only.

Creative Specification

Skip button	**Top right, Not customisable**
Max file size	**500Kb**
Progress bar	**Customisable with supplied hex colour**
Fallback banner	**Standard 300x250 static/animated image**
Deliverable	**Playground Build URL**

Video Specification

Max duration	**15s (recommended 5s to 8s)**
	MP4

Help

Aspect ratio	9:16 (portrait)
Resolution	540 x 960 (portrait)
Max file size	25mb
Bit rate	24FPS or 30FPS

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