

Display	Creative Unit Name	Dimensions	Desktop	Tablet	Mobile	Max File Size	Max Initial File Load Size	Technical Requirements	Supported File Types	Restrictions, Controls and Functions
IAB Standard Ad Units (ISAU)	Mobile Leaderboard	320x50			x	2.2 MB	150 KB	Animated ads 30 seconds or less in duration. Ads must open in new tab or new window only.	HTML/Text: HTML, HTML, CSS, JS Images: JPG, JPEG, GIF, PNG, SVG, WEBP Fonts: DEFONT, EOT, OTF	Autoplay: Ads that autoplay audio are prohibited. (Ads that autoplay video are OK, as long as the audio is muted.) Pop ups: Ads that spawn popups or surveys are prohibited.
	Half Page	300x600	x	x	x	2.2 MB	150 KB	High density image assets twice the		
	Medium Rectangle	300x250	x	x	x	2.2 MB	150 KB			
	Leaderboard	728x90/970x90	x			2.2 MB	150 KB			
	Billboard	970x250	x			2.2 MB	150 KB			
Rich Media/HTML 5	All ISAU units	All ISAU sizes Other: width: full-width; height: 320px	x	x	x	750 KB Video: 2 MB	350 KB	Supported components: iFrame Swipeable Gallery Carousel Gallery 360° Gallery Gallery Navigation Image Button Spritesheet	GIF, JPG, PNG, Secured Vendor Tag (HTTPS)	Autoplay video without sound. User initiated video with sound. Video must include: Play, Pause, Mute Expandable ads are not supported. All images used in HTML5 ads must be local images, not referenced images, and should be part of the assets that comprise the ZIP file. Only Google web fonts are supported. Other web fonts are not supported. For environment target actions, timer and multiple exits are not supported. Local storage methods cannot be used in HTML5 ads. Video up to 10 seconds in length.
Interstitial	Snapchat Vertical Video/Vertical Image	All creatives must take up the entirety of the 1080px x 1920px canvas. 9:16 aspect ratio.			x	Video: 32 MB Image: 5 MB		Video: Codec: H.264 Frame Rate: 23.98 or 29.97 Bitrate: At least 20 Mbps Black bars: No black bars Letterboxing: No letterboxing Audio: Channels: 2 Codec: PCM (preferred) or AAC Bitrate: At least 192 Kbps Bit: 16 or 24 bit only Sample rate: 48 kHz Audio target level: -16 LUFS	Video: .mov or .mp4 Image: .jpg or .png	Video up to 10 seconds in length. All videos are autoplay.