

# HTML ad specs

## File types

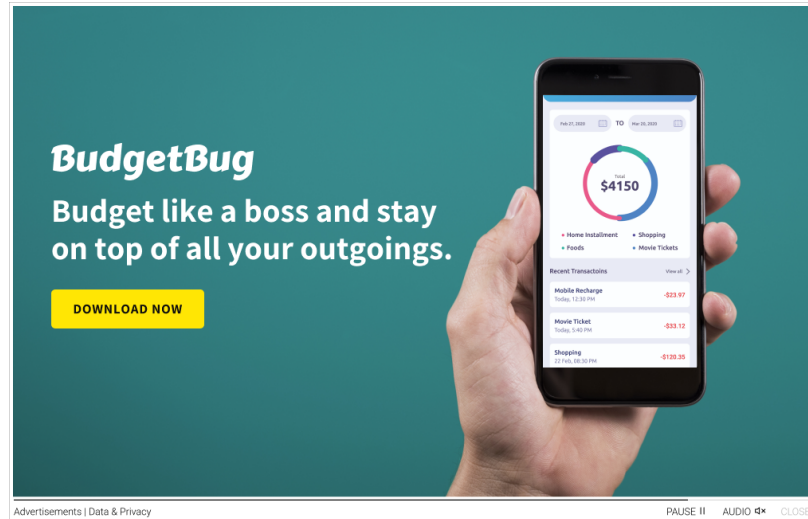
- JPEG (.jpg or .jpeg)
- GIF (.gif)
- PNG (.png)
- Secure third-party tags (https)
- HTML5 zip bundles

## Devices

- Desktop
- Tablet
- Mobile

## Dimensions

The highest resolution image must be supplied to ensure correct scaling



## Additional information

### Wrappers

If using a third-party vendor to wrap the tag (for example, a viewability vendor), please ensure the wrapper accurately declares the creative types and dimensions contained within the tag.

### Required assets

- Photoshop Document (.psd) or Figma (.fig) file for all ad elements, logos, fonts, and high-resolution images
- Background elements or colors
- Logos
- Taglines
- Calls to action
- Key art
- Fonts (OTF or TTF file format)
- Standard banners for reference if available
- Creative direction

**Maximum number of characters – Headline:** 20

**Maximum number of characters – Descriptions:** 70

**Maximum number of characters – CTA:** 10

**Maximum number of elements:** 5

*Third-party ad serving is accepted using the tag specifications above.*

*Please confirm with the SmartFrame Advertising Operations team to enable full testing of third-party-served creatives.*

## Placement

**Demo** – [Little Things](#)

**Responsive** – Yes

**File size** – 4MB (hosted)

**Duration** – 30sec (15sec is recommended)

**Sound** – Muted by default (as per [industry guidelines](#)). Sound can be activated by the user. If subtitles are required these must be hard-coded to the video file.

**Autoplay** – Yes, when ad is in view

**Lead time** – 3-5 working days