

# Video ad specs

## Tag specifications

- VPAID 2.0
- VAST 2.0
- VAST 3.0
- VAST wrappers up to 3.0

## File types

- MP4 (.mp4)
- VAST

## Aspect ratios

- 16:9
- 4:3

## Devices

- Desktop
- Tablet
- Mobile

## Dimensions

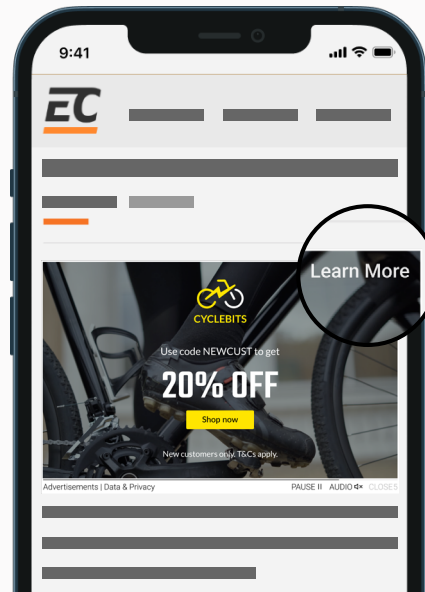
- Full HD (16:9) – 1920 x 1080
- HD (16:9) – 1280 x 720
- Medium (16:9) – 640 x 360
- Small (4:3) – 400 x 300

## Bitrate

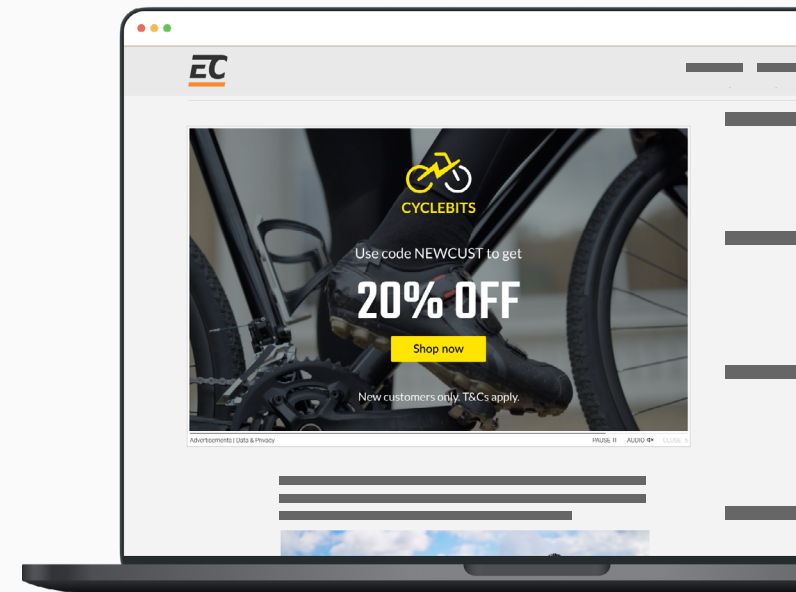
- 600-1500kpbs

## Frame rate

- 25-30fps



The “Learn More” button, part of Google’s IMA SDK player, is implemented in our monetizer. It redirects users to a page defined in the Click-Through Details settings in AdButler (only on mobile devices).



## Placement

**Demo:** [Everything Cycling](#)

**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

*SmartFrame adheres to the standards developed by the Coalition for Better Ads to present its users with a quality ad experience wherever advertising is viewed. [Find out more](#)*

## Additional information

### Required assets

Source file if any amendments are required.

### 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.

### Third-party ads

It is possible to serve third-party ads, as long as they conform to the tag specifications provided in the panel (left). Full testing of third-party-served creatives is advised. Please check with the SmartFrame Ad Operations Team for further details.