Video ad specs

Tag specifications

- VAST 2.0

File types

- MP4 (.mp4)
- VAST

Aspect ratios

- 16:9
- 4:3

Devices

- Desktop
- Tablet
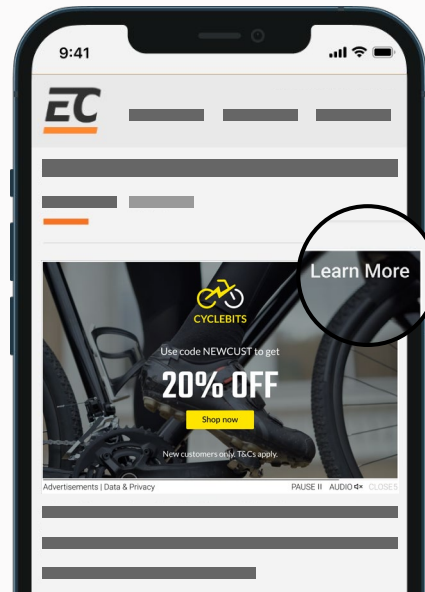- Mobile

Dimensions

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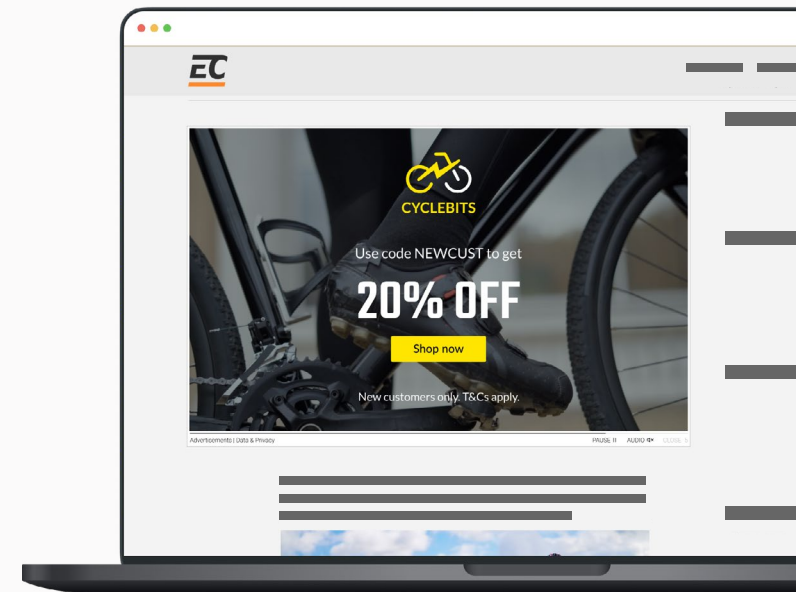- Medium (16:9) – 640 x 360
- Small (4:3) – 400 x 300

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

Maximum 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 amends 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.