

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

Images must be supplied in the highest possible resolution to ensure correct scaling.

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](#)

Placement

Demo: [Little Things](#)

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.

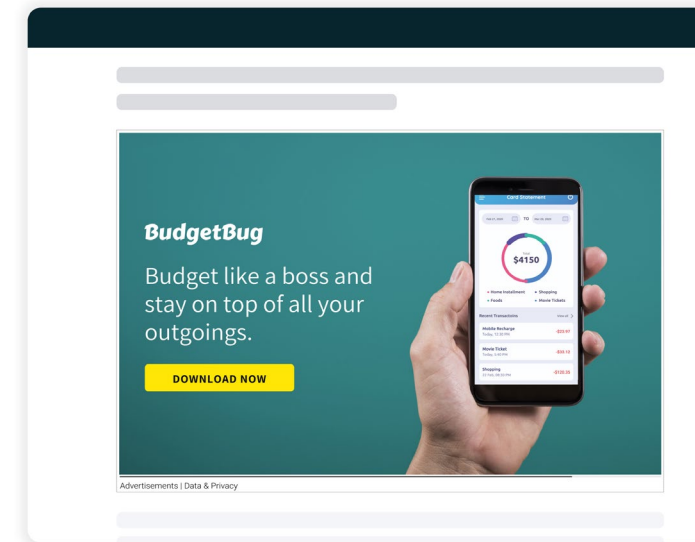
Autoplay: Yes, when ad is in view

Lead time: 3-5 working days

Additional information

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/elements

- Maximum number of characters – Headline: 20
- Maximum number of characters – Descriptions: 70
- Maximum number of characters – CTA: 10
- Maximum number of elements: 5

Wrappers

If using a third-party vendor to wrap the tag, 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.