

# HTML ad specs

Our HTML5 creatives are animated ads that typically include images, text, logos, and basic animations. **These are rendered in real time within an image container, which means they do not have a fixed banner size that conforms to IAB standards. Instead, they adapt to different aspect ratios.**

## Assets requirements

File types	<ul style="list-style-type: none"><li>• WebP (.webp), JPEG (.jpg or .jpeg), PNG (.png) and GIF (.gif) files are accepted</li><li>• Secure third-party tags (https)</li><li>• HTML5 zip bundles</li></ul>
Required assets	<ul style="list-style-type: none"><li>• Background elements or colors</li><li>• Logos</li><li>• Taglines</li><li>• Call to action</li><li>• Key Art</li><li>• Fonts (OTF or TTF file format)</li><li>• Creative direction<ul style="list-style-type: none"><li>- <b>Portrait and landscape banners for reference, if available</b></li><li>- Descriptions with storyboard (Word document or PDF)</li></ul></li></ul>
Additional info	<ul style="list-style-type: none"><li>• Maximum number of characters: Headline – 20; Descriptions – 70; CTA – 10</li><li>• Maximum number of elements: 5</li></ul>
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	Serving third-party ads is possible, provided they conform to the tag specifications listed above. Full testing of third-party creatives is advised. Please consult the SmartFrame Ad Operations team for further details.

## Recommended for design

- Layered PSDs files are preferred
- All design elements should be placed in individual layers
- Smart Objects are preferred over rasterized layers within the PSD file
- Figma, Adobe XD, and Illustrator files are also accepted

## Basic information

Placement	Demo: <a href="#">Manchester City FC</a>
Responsive	Yes
Displays	Desktop, tablet, and mobile
Size limit	4MB (hosted)
Lead time	3–5 working days

## Animation

A duration of 3–5 seconds is recommended for animations. This includes the time it takes for the animation to come into frame.



SmartFrame follows the standards set by the Coalition for Better Ads to ensure a high-quality advertising experience for users across all platforms. [Find out more](#)