

2017 AD SPECS & CREATIVE

Ad Units (FILE SIZES/TYPES/DIMENSIONS)

PLATFORM	DIMENSIONS	ACCEPTED CREATIVE TYPE	STATIC (GIF or JPEG)	HTML 5 (INITIAL LOAD)	HTML 5 (POLITELY LOADED)	ANIMATION LENGTH	MAX LOOPS	SUBMISSION LEAD TIME
Desktop	970x90, 970x250, 728x90 300x600 300x250	GIF/JPEG/3rd Party tags	40KB	200KB	2.2MB	15 sec	3 Loops of 5 sec	Min 3 business days before campaign start
Mobile	300x250 320x50 600x900 Parallax	GIF/JPEG/3rd Party tags GIF/JPEG/3rd Party tags GIF/JPEG	25KB 15KB <200KB	200KB 50KB N/A	2.2MB N/A	N/A	N/A	Min 3 business days before campaign start

Additional Ad Units (DESKTOP ONLY)

	DIMENSIONS	ACCEPTED CREATIVE TYPE	STATIC (GIF or JPEG)	HTML 5 (INITIAL LOAD)	HTML 5 (POLITELY LOADED)	ANIMATION LENGTH	MAX LOOPS	SUBMISSION LEAD TIME
In-Banner Video (file-loaded) In-Banner Video	300x250, 300x600	3rd Party tags	N/A	200KB	2.2MB	15 to 30 sec	N/A	Min 6 business days before campaign start
	DIMENSIONS	MAXIMUM EXPANDED DIMENSIONS	DIRECTION OF EXPANSION	HTML 5 (INITIAL LOAD)	HTML 5 (POLITELY LOADED)	MAX IN-BANNER VIDEO LENGTH	MAX LOOPS	SUBMISSION LEAD TIME
Expandable Rich Media Units	970x90, 970x250	970x418	Down	200KB	2.2MB	30 sec	N/A	Min 6 business days before campaign start

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Video

LINEAR IN-STREAM (PRE-ROLL)

Recommended formats	VPAID2 javascript, MP4 H.264*
Recommended dimensions	960×720 px (4:3 Standard) or 960×540 px (16:9 Widescreen)
Recommended video bit rate	2 Mbps
Recommended audio bit rate	128 kbps
Video Length	:30 & :15 Sec Spots
Video Codec	H.264
Max Frame Rate	24fps
Audio Codec	AAC
Sample Rate	48%
Configuration	kHz
Max Percentage of CPU	30%
Max Loops	3
Z - Index	5,000-1,999,999

Newsletter Specs and Dimensions

Sizes 728×90, 300×250

Creative Accepted JPG, Static GIF or PNG

Advertiser/Client can provide impression and click trackers for creative tracking

Third Party Networks

We accept creative from most major ad serving networks. We accept Java-script, HTML and others.

Important Notes

If using 3rd party reporting for billing, please share access with **advertising@apartmenttherapy.com** PRIOR to campaign launch