## **AD TECH SPECS**

Ad Type	Suggested size/placement	Desktop	Mobile	Interactions	Trackings	General Required Assets	js tag	Output iframe tag	VAST xml	Additional Notes
	250x250	V	V			Brand Guidelines (style guides, color codes, logos, fonts)				
Product-Centric 3D/AR Ads	300x600	~	V	- touch/click - drag - pinch/zoom	Impressions     Interactions	Al or .PSD layered files (.jpeg, .png, .tiff)     Copy (taglines, call to actions and related translations) - <i>if needed</i>				
	320x480		~		Engagement Rate     Product Variants Rate     Dwell Time Spent	3D (formats: .glb, .glTF, .fbx, .obj+mtl   texture files included) - if available	V	~		This ad type may optionally include a CTA linked to the AR visualization. If included, it will only be available on mobile devices.
	300x250					Product images (.jpeg, .png, .tiff of the product from all different angles, neutral light, high res. If logos, text or labels are present also separate source files are required)				
			-		Numbers of Clicks     Click-through Rate	· Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - if needed				
Product-Centric 3D/AR Ads - Hotspots	970x250			-touch/elick -drag		Tracking Sheets (landing page URLs, 3rd party tracking)				
	300x600	~	~		Impressions Interactions Engagement Rate Product Variants Rate Dwell Time Spent	Brand Guidelines (style guides, color codes, logos, fonts)     Al or .PSD layered files (.jpeg, .png, .tiff)	V	V		
						- Copy (hotspot contents, taglines, call to actions and related translations) - if needed  - 3D (formats: .glb, .glTF, .fbx, .obj+mtl   texture files included) - if				
	320x480		~			available  Product images (.jpeg, .png, .tiff of the product from all different				
					Numbers of Clicks     Click-through Rate	angles, neutral light, high res. If logos, text or labels are present also separate source files are required]  Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed				
	300x250	~	~		· Hotspot Interactions	link) - if needed  - Tracking Sheets (landing page URLs, 3rd party tracking)				
	300x600	_	_			Second California and a subsequent and a subsequent from				
3D Shapes Ads		-		- touch/click - drag - pinch/zoom	Impressions     Interactions	Brand Guidelines (style guides, color codes, logos, fonts)     Al or .PSD layered files (.jpeg, .png, .tiff)				
	320x480	~	~		Engagement Rate     Dwell Time Spent     Numbers of Clicks     Click-through Rate	Copy (taglines, call to actions, products info and related translations) - if needed	V	~		
	300x250	~	V			3D (glb, glTF, fbx, obj+mtl   texture files included) - if available     Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - if needed				
	970x250	V				Tracking Sheets (landing page URLs, 3rd party tracking)				Suggested usage in split mode, with image or video on the side
					- Impressions	Brand Guidelines (style guides, color codes, logos, fonts)				
Wearable Ads	300x600	~	~		Interactions     Engagement Pate	All or .PSD layered files (.jpeg, .png, .tiff)  Conv.(taglines call to actions and related translations), if proofed.				
				touch/click     drag     pinch/zoom	Dwell Time Spent     Numbers of Clicks     Click-through Rate	Copy (taglines, call to actions, and related translations) - if needed     3D (formats: .glb, .glTF, .fbx, .obj+mtl   texture files included) - if available	~	~		Camera usage needed: keep this in mind if erogating on desktop devices too.
	320x480		~			Product images (.jpeg, .png, .tiff of the product from all different angles, neutral light, high res. If logos, text or labels are present also				
				· head movements		separate source files are required)  - Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - if needed				
	300x250	-	-		· VTO Activation Rate	Tracking Sheets (landing page URLs, 3rd party tracking)				
Camera Effects & AR Filter Ads	300x600	_	~		· Click-through Rate	Brand Guidelines (style guides, color codes, logos, fonts)	V			Camera usage needed: keep this in mind if erogating on desktop devices too.
				touch/click     head movements     facial gestures		Al or .PSD layered files (.jpeg, .png, .tiff)				
	320x480		~			Copy (taglines, call to actions, and related translations) - if needed     3D (formats: .glb, .glTF, .fbx, .obj+mtl   texture files included) - if available				
						Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - if needed				
	300x250		-		· AR Activation Rate	Tracking Sheets (landing page URLs, 3rd party tracking)				
AR Advergames Ads	300x600	~	~	- touch/click - drag - swipe/scroll - pinch/zoom	Interactions     Engagement Rate	Brand Guidelines (style guides, color codes, logos, fonts)				
					Dwell Time Spent     Numbers of Clicks     Click-through Rate	Al or .PSD layered files (jpeg, .png, .tiff)     Copy (taglines, call to actions, and related translations) - if needed	V	V		Interactions may vary depending on the game mechanics.
	320x480		-			3D (glb, glTF, fbx, obj+mtl   texture files included) - if available     Video (,mp4 both vertical and horizontal, YouTube/Vimeo embed				
	300x250	~	V		Game Activations     Game Completions	link) - if needed  - Tracking Sheets (landing page URLs, 3rd party tracking)				
					· Impressions					
AR Quizzes & Survey Ads	300x600	-	-	- touch/click - head movements	Engagement Rate     Dwell Time Spent     Numbers of Clicks     Click-through Rate     Quiz Activations	Brand Guidelines (style guides, color codes, logos, fonts)     Al or .PSD layered files (.jpeg, .png, .tiff)	V	~		Camera usage might be needed: keep this in mind if erogating on desktop devices too.
	320x480		~			Copy (taglines, call to actions, question/answer, question/answer results tree, and related translations)				
						3D (glb, glTF, fbx, obj+mtl   texture files included) - if available     Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - if needed				
	300x250	~	~			Tracking Sheets (landing page URLs, 3rd party tracking)				
	250x250		_		- Completion Rate	Devel Cultura ( )				
360 Expandable Ads				- touch/click - drag - mobile movements	Impressions     Interactions	Brand Guidelines (style guides, color codes, logos, fonts)     Al or .PSD layered files (.jpeg, .png, .tiff)				This ad type may optionally include a CTA linked to the AP visualization. If included, it will only be available on mobile devices.
	300x600		~		Product Variants Rate     Dwell Time Spent	Copy (taglines, call to actions, tochpoint contents, and related translations)				
	320x480		~			3D (glb, glTF, fbx, obj+mtl   texture files included) - if available     Product images (jpeg, png, tiff of the product from all different angles, neutral light, high res. If logos, text or labels are present also	V	V		
	300x250	~	~		Numbers of Clicks     Click-through Rate	separate source files are required) - <i>if 3D production is needed</i> - 360 environment: (.jpg or .png in equirectangular format, aspect				
	970x250	~			760° Activation Date	ratio 2:1.   Min res. 2000x1000px   Max weight 4Mb)  - Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - if needed				
	1000x620	~				Tracking Sheets (landing page URLs, 3rd party tracking)				
High Impact 2D Ads	250x250	~	V	- touch/click - drag	- Impressions - Interactions - Engagement Rate - Dwell Time Spent - Numbers of Clicks - Click-through Rate	Brand Guidelines (style guides, color codes, logos, fonts)     Al or .PSD layered files (.jpeg., png, .tiff)				
	300x600	V	V							
	320x480		v			- Copy (taglines, call to actions and related translations) - if needed	V	~		
	300x250 970x250	<i>v</i>	~			Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - if needed     Tracking Sheets (landing page URLs, 3rd party tracking)				
	1000x620	~			· Image/video Views	g				
VAST		~	V	- touch/click	Numbers of Clicks	Brand Guidelines (style guides, color codes, logos, fonts)				
					Click-through Rate     First Quartile Reach	Video (.mp4 both vertical and horizontal)				
					Mid Point Reach     Third Quartile Reach	Al or .PSD layered files (.jpeg, .png, .tiff)     Copy (taglines, call to actions and related translations) - if needed			~	Output ratio is 16:9
					· Completion	Tracking Sheets (landing page URLs, 3rd party tracking image - no javascript)				
					· Completion Rate					

## General Notes:

<sup>1.</sup> File weight calculation: All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits.

2. When a creative requires access to the camera (such as for AR features), a static ad will be displayed first along with a CTA (Call to Action).

After the CTA is clicked, a prompt will appear asking for camera permissions. Once the user grants permission, the ad will then switch to show the camera's view. This same process applies if the ad needs to access the device's gyroscope.