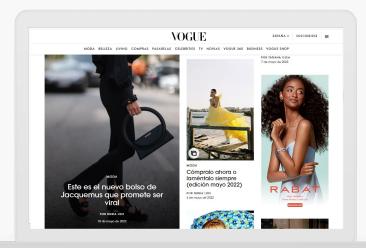
CONDÉNAST SPECS FOR IAB STANDARD FORMATS





VIEW DEMO

File formats: .jpg, .gif, .png HTML5 capable, only in redirect Max weight file: 200 kb Max weight 3rd party redirect: 1-2 mb 3rd party trackers capable 3rd party redirect allowed Video format compatible



300x600

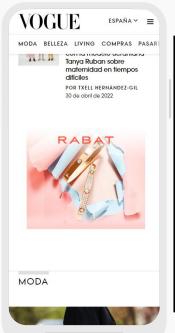
VIEW DEMO

File formats: .jpg, .gif, .png HTML5 capable, only in redirect Max weight file: 200 kb Max weight 3rd party redirect: 1-2 mb 3rd party trackers capable 3rd party redirect allowed Video format compatible



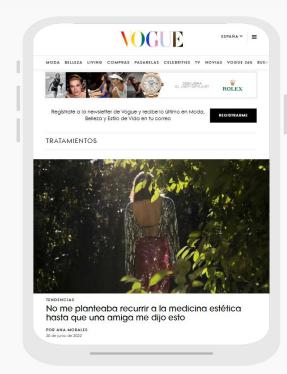
320x100

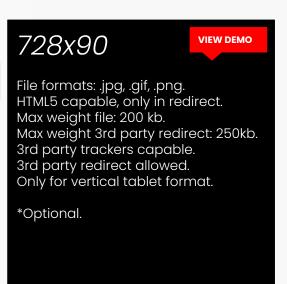
File formats: .jpg, .gif, .png
HTML5 capable, only in redirect
Max weight file: 200 kb
Max weight 3rd party redirect: 250kb
3rd party trackers capable
3rd party redirect allowed
Video format compatible



300x250

File formats: .jpg, .gif, .png
HTML5 capable, only in redirect
Max weight file: 200 kb
Max weight 3rd party redirect: 250kb
3rd party trackers capable
3rd party redirect allowed
Video format compatible





CONDÉ NAST SPECS FOR VIDEO

PREROLL





SPECS

File formats: site-served .mp4, redirect VAST.

VAST versions accepted: 2 & 3. Must have only one ad duration.

VPAID is not allowed.

3rd party trackers capable.

Bitrate from 1000 kbps to 7000 kbps.

Dimensions: 1280x720, 1920x1080. 16:9 video ratio.

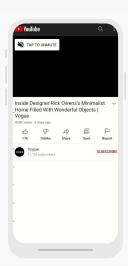
10 Mb max file weight.

Max duration for non-skippable video: 15 seconds.

Max duration for skippable video: 30 seconds.

YOUTUBE





SPECS

File formats: site-served .mp4, redirect VAST.

VAST versions accepted: 2 & 3. Must have only one ad duration.

VPAID is not allowed.

3rd party trackers capable.

Bitrate from 1000 kbps to 7000 kbps.

Dimensions: 1280x720, 1920x1080. 16:9 video ratio.

10 Mb max file weight.

Max duration for non-skippable video: 15 seconds.

Max duration for skippable video: 30 seconds.

INTEXT





SPECS

File formats: site-served .mp4, redirect VAST.

VAST versions accepted: 2 & 3. Must have only one ad duration.

VPAID is not allowed

3rd party trackers capable.

Bitrate from 1000 kbps to 7000 kbps.

Dimensions: 1280x720, 1920x1080. 16:9 video ratio.

3 Mb max file weight.

Max duration for non-skippable video: 15 seconds.

Max duration for skippable video: 30 seconds.

CONDÉ NAST RICH MEDIA

CONDÉNAST SPECS FOR RICH MEDIA CREATIVES

CONDÉ NAST RICH MEDIA

RICH MEDIA ONLY IMAGE

Open campaign files (.psd, package indesign, .ai). Vector files (.eps, .svg). Hi-res campaign images (3000px at 300 dpi). Brand guidelines (Icons, fonts, colors, logo). Destination URL + pixel tracking.

RICH MEDIA WITH VIDEO

Video files in HD.

MP4 video files supported.

Video sizes: 1920x1080 (16:9), 1920x1440* (4:3) or 1080x1920* (9:16).

Maximum weight 20 mb.

Video duration recommended 20 seconds.

Hi-res campaign images if needed (3000px at 300 dpi)*.

Open campaign files (.psd, package indesign, .ai)

Vector files (.eps, .svg)*.

Brand guidelines (Icons, fonts, colors, logo).

Destination URL + pixel tracking.

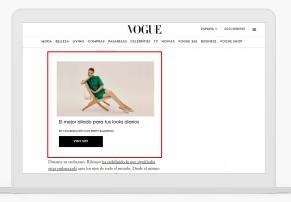
*Only if needed.

CONDÉ NAST NATIVE FORMATS

CONDÉNAST SPECS FOR NATIVE FORMATS

CONDÉ NAST NATIVE FORMATS





600x600

File formats: .jpg, .gif, .png Max weight file: 200 kb

Title: 90 characters max. (including spaces) Body: 90 characters max. (including spaces) Advertiser name: 25 characters max. (including spaces)

1280x720

File formats: .jpg, .gif, .png Max weight file: 200 kb

Title: 90 characters max. (including spaces) Body: 90 characters max. (including spaces) Advertiser name: 25 characters max. (including spaces) CONDÉ NAST NATIVE FORMATS



BAD BUNNY: ASÍ SE PREP..

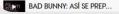
600x600

File formats: .jpg, .gif, .png Max weight file: 200 kb

Title: 90 characters max. (including spaces)
Body: 90 characters max. (including spaces)
Advertiser name: 25
characters max. (including spaces)



Camila dice que la utopía, el futuro imposible, se encuentra en el cuerpo de las personas que retrata. Por eso las coloca en un pedestal, que a veces es visible y a veces no. "Hemos normalizado ver estatuas en las plazas que representan el patriarcado-colonial, el poder que nos oprime. La belleza es el canal para crear y recrear estos escenarios imposibles y sacudir los existentes".



1280x720

File formats: .jpg, .gif, .png Max weight file: 200 kb

Title: 90 characters max. (including spaces)
Body: 90 characters max.
(including spaces)

Advertiser name: 25 characters max. (including spaces)

CONDÉ NAST