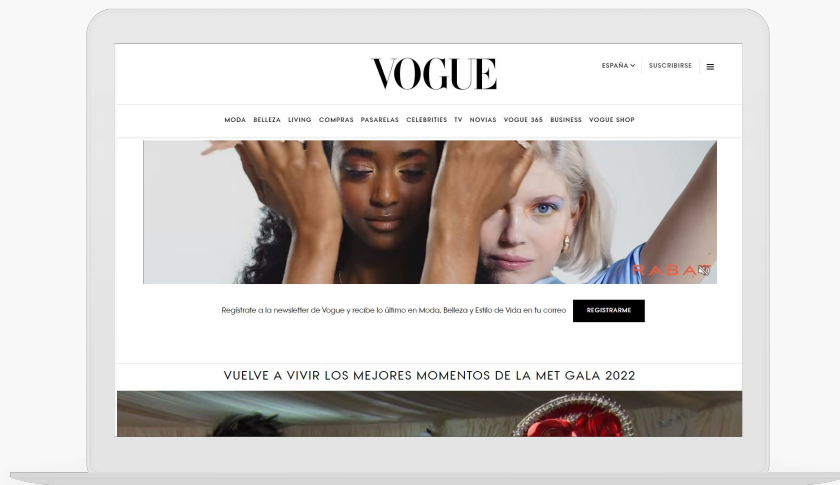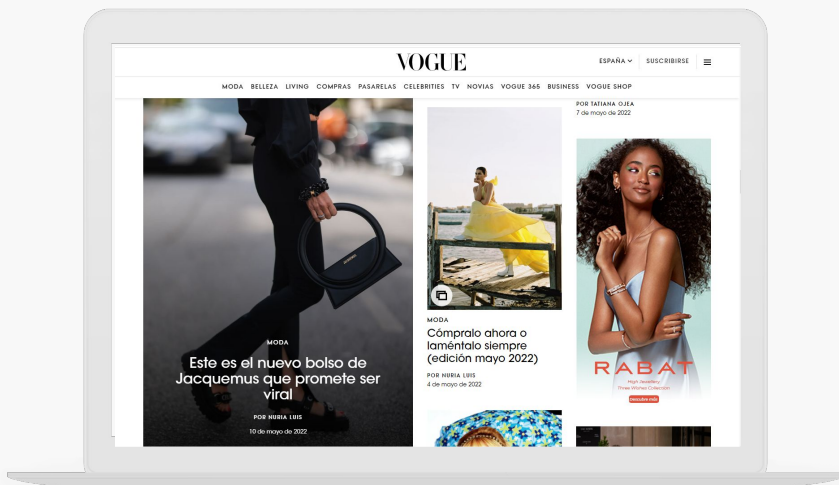# CONDÉ NAST SPECS FOR
IAB STANDARD FORMATS

970x250

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
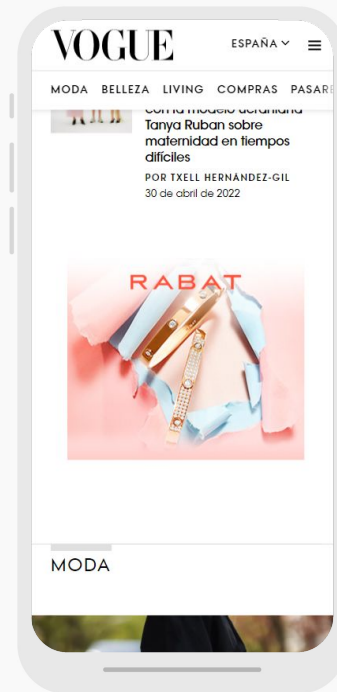Video format compatible

320x100

VIEW DEMO

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
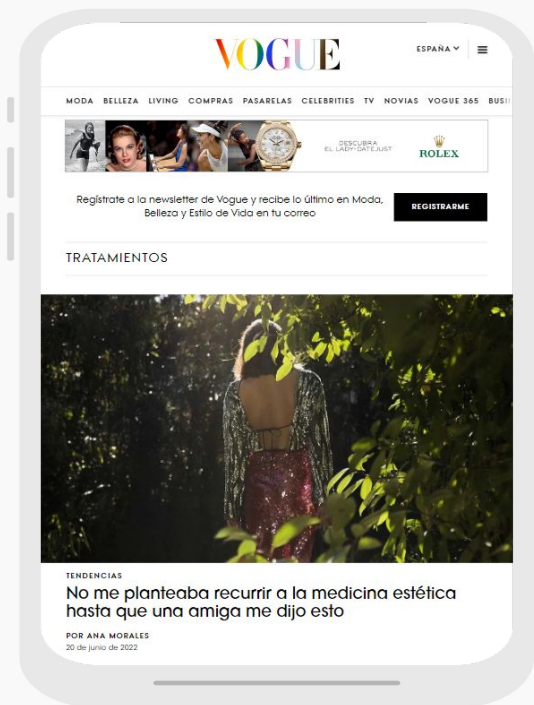Video format compatible

300x250

VIEW DEMO

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

728x90

VIEW DEMO

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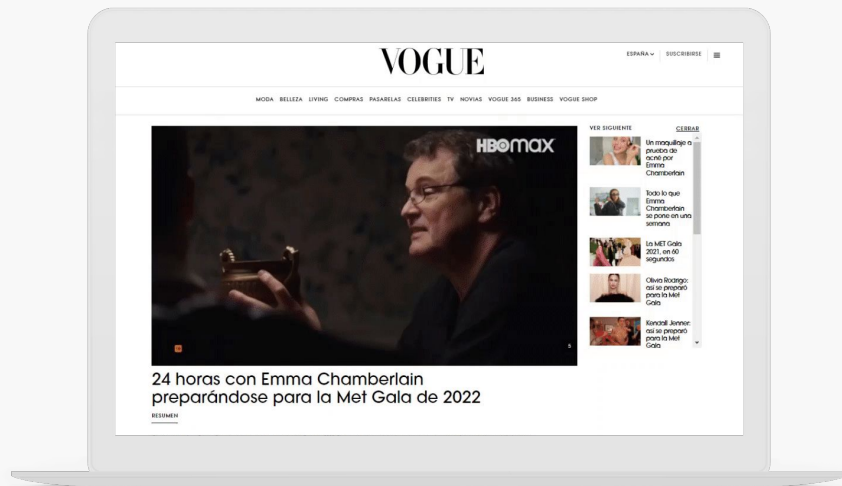3rd party trackers capable.
3rd party redirect allowed.
Only for vertical tablet format.

*Optional.

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.

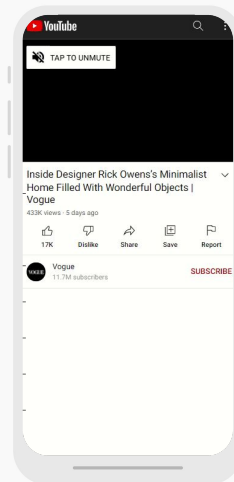3rd party trackers capable.

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.
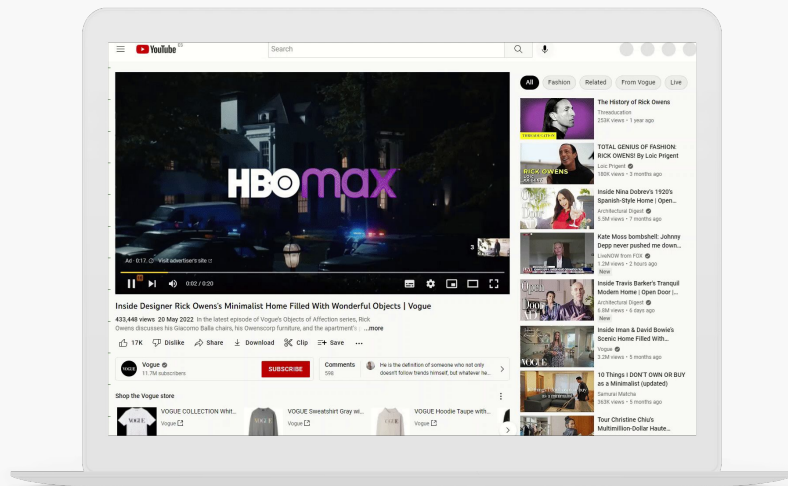
Bitrate from 1000 kbps to 7000 kbps.

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.

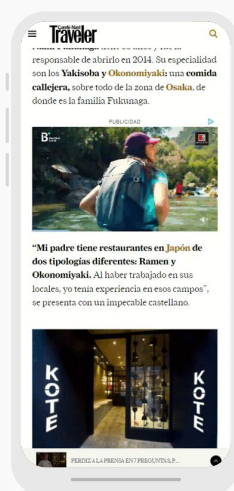3rd party trackers capable.
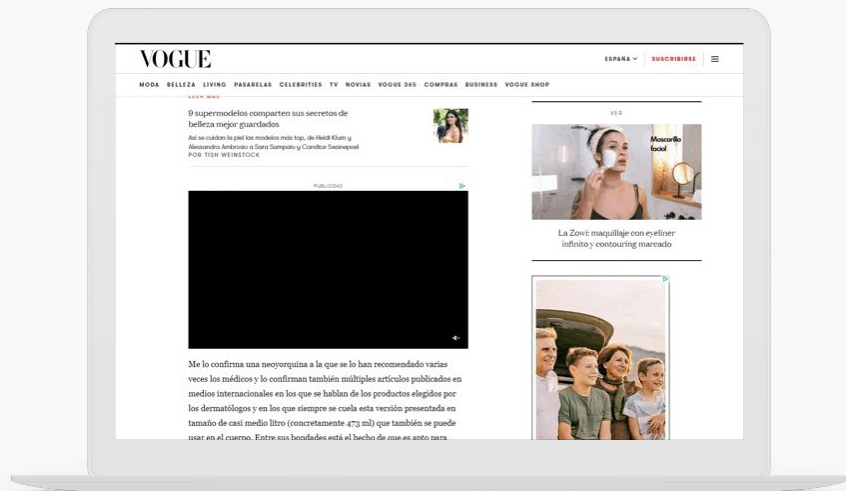
Bitrate from 1000 kbps to 7000 kbps.

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 SPECS FOR *RICH MEDIA CREATIVES*
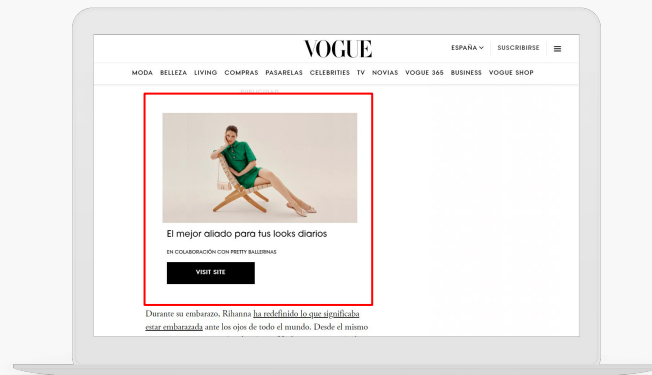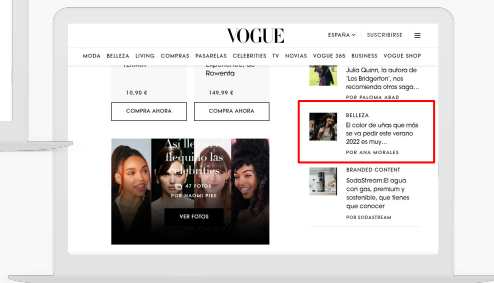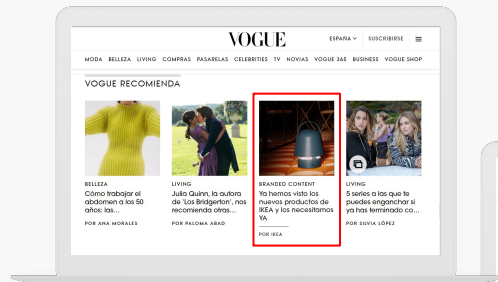
RICH MEDIA ONLY IMAGE

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 SPECS FOR *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)

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

ESPAÑA