

AMAZON DISPLAY ADS

DESKTOP AD SIZES	300x250 728x90 160x600 300x600
MOBILE AD SIZES	300x50 320x50 300x250 (tablet, mobile interstitial) 728x90 (tablet) 320x480 (mobile interstitial)
FILE TYPE	JPG PNG GIF
ANIMATION LENGTH	15s or 3 loops
MAX FILE SIZE	1024 KB (1 MB) max for individual image ad files 25 MB max for ZIP files
BORDER	Creative must clearly be separated from the site content, either by a clear border or a non-white background color.

*Specs can be used for MaxIQ, Conde Nast and all other Programmatic Campaigns

** Assets are due two weeks prior to launch

Prohibited Creative Guidelines

- Promote online gambling (paid, free, or gateway to paid gambling; brick and mortar gambling is acceptable)
- Depicting or delivering libelous, violent, tasteless, hate, defamatory or illegal content
- Portray partial or complete nudity, pornography, and/or adult themes, obscene content, alcohol/tobacco related products
- Ads promoting cannabis/CBD products are subject to creative design
- Spawn pops, simulate clicks, malicious code, viruses, or executable files of any kind
- Delivering surveys via floating layers, pop-ups or pop-unders
- No explicit language, no spelling mistakes, no simulated expletives (e.g.: #\$\$%!))

AMAZON VIDEO

VIDEO PLACEMENT	Freevee, Twitch, Fire TV Channels, 3P Apps, Prime Video
FILE TYPE	MP4
FILE SIZE	500MB
FILE QUALITY	1920x1080 Aspect Ratio: 16:9
LENGTH	:15 non-skippable :30 non-skippable
BITRATE	4-15MBPs <i>*Recommended 8MBPs</i>
ADDITIONAL AD REQUIREMENTS	Streaming TV ads are delivered in non-clickable environments so they should not include call-to-action elements that encourage clicking (e.g., a button shape that says "learn more")

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