

## Destination Plus

### DIGITAL DISPLAY ADVERTISING UNITS

**For Digital Display campaigns, you must upload the following assets:**

- 3-5 sizes of the same creative
- URL

Additional details on requirements below.

**Accepted Ad Sizes:**

You may submit creative files for your digital advertising program in any of the supported ad sizes below:

- 728 x 90 (Leaderboard)
- 300 x 250 (Mobile banner)
- 160 x 600 (Skyscraper)
- 300 x 600 (Half-page unit)
- 468 x 60 (Standard banner)
- 320 x 50 (Mobile leaderboard)
- 300 x 50 (Mobile banner)

Utilize multiple ad sizes to best increase performance.  
We recommend 3-4 different sizes.

**Accepted Ad Formats:**

You may submit creative files for your digital advertising program in any of the supported ad formats below:

- GIF, JPEG image files
- HTML5 – supported through third party (specs on page 2)
- Rich media expandable
- File size must be 150K or smaller
- Animated ads restricted to :15 looping, after which point they must remain static

**Please note:** Animated or rich media banners need to be accompanied by a static banner backup.



Example:  
160 x 600 pixels



Example:  
300 x 600 pixels



Example:  
728 x 90 pixels

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*The following specifications only apply to partners who are creating HTML5 or rich media expandable units.*

### If you are creating HTML5 digital display advertising units:

HTML5 creatives are a type of display creative and must follow the same guidelines as display, with some additional recommendations.

**Accepted File Size: Initial:** 200KB Maximum

**Max Initial File Load Count:** 15 Files

**User-Initiated Load:** 2.2MB Recommended

**Accepted File Types:** HTML, JS, CSS, JPG, JPEG, GIF, PNG and SVG

**Subsequent/Polite Load:** 1MB Maximum

### If you are creating rich media expandable digital display advertising units:

Any display ad size we support can be declared expandable, although inventory will vary based on size and direction. Please see our recommendations below:

- Expandables are supported via third-party tags only
- Required declarations include expansion directions, expansion action and expandable ad server

ORIGINAL AD SIZE	EXPANSION DIRECTION	EXPANDED AD SIZE
300 X 250	Left	500 x 250
728 x 90	Down	728 x 270
160 x 600	Left	300 x 600
300 x 600	Left	560 x 600

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### VIDEO ADVERTISING UNITS (IN-STREAM)

**For Video campaigns, you must upload the following assets:**

- :15 or :30 video
- URL

Additional details on requirements below.

**Accepted Ad Sizes:**

Maximum is 60MB. Video will be encoded down to a workable file size (2-5MB).

**Recommended Aspect Ratios:**

- 4:3
- 5:2
- 16:9

**Accepted File Types:**

MP4, FLV, WEBM, MOV, WMV, MPG, MPEG

**Accepted Video Length:**

Video has to be less than or equal to requested duration:

- :15
- :30

**Accepted Video Dimensions:**

All videos will be scaled to fit the player size on screen:

- 400 x 225
- 400 x 300
- 480 x 360
- 640 x 360
- 920 x 800

**Note:** Google only supports 480 x 360, 640 x 360 and 1920 x 800

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### NATIVE ADVERTISING UNITS

Please see below the following requirements and notes to help guide development of your native advertising creative assets.

ASSET TYPE	DESCRIPTION	TTD GUIDELINES
Main Image	The large image to be used in the advertisement	1200 x 627 (1.91:1 aspect ratio)
Logo	The advertiser's logo to be included in the advertisement (it may be overlaid on the main image or shown separately from the main image)	200 x 200 (1:1 aspect ratio)
Short Title	Title or headline for the native ad. Short title should be optimized for mobile.	25 characters
Long Title	Title or headline for the native ad. Long title should be optimized for desktop.	90 characters
Short Description	Additional text typically displayed below the title. Short description should be optimized for mobile.	90 characters
Long Description	Additional text typically displayed below the title. Long description should be optimized for desktop.	140 characters
Sponsor (Brand)	The name of the advertiser running the native ad	25 characters
Call to Action	Text that will likely appear in a button near the image assets. Examples include "Learn More" and "Buy Now."	15 characters