



### Ad Specifications

Creative Unit Name	Size (WxH)	Max Size (Expanded)	Max Size (Weight)	Acceptable Ad Format	Animation Time	Max Loop	Delivery Days	Site Served	Notes
<b>iOS + Android App - Standard Banners</b>									
iPhone Banner	320x50	N/A	50k	gif, jpg (static preferred), HTML5 3rd party tag	See Notes	1	3	YES	1. No Flash 2. Recommend click-thru to direct to mobile-friendly page. 3. Animation: three creative frames allowed to rotate, each one at 3 second interval for only one loop no longer than 9 sec.
iPhone MPU	300x250	N/A	50k	gif, jpg (static preferred), HTML5 3rd party tag	See Notes	1	3	YES	1. No Flash 2. Recommend click-thru to direct to mobile-friendly page. 3. Animation: three creative frames allowed to rotate, each one at 3 second interval for only one loop no longer than 9 sec.
iPad Leaderboard - Portrait	768x90 or 728x90	N/A	50k	gif, jpg (static preferred), HTML5 3rd party tag	See Notes	1	3	YES	1. No Flash 2. Recommend click-thru to direct to mobile-friendly page. 3. Animation: three creative frames allowed to rotate, each one at 3 second interval for only one loop no longer than 9 sec.
iPad Leaderboard - Landscape	1024x90	N/A	50k	gif, jpg (static preferred), HTML5 3rd party tag	See Notes	1	3	YES	1. No Flash 2. Recommend click-thru to direct to mobile-friendly page. 3. Animation: three creative frames allowed to rotate, each one at 3 second interval for only one loop no longer than 9 sec.
iPad Banner	320x50	N/A	50k	gif, jpg (static preferred), HTML5 3rd party tag	See Notes	1	3	YES	1. No Flash 2. Recommend click-thru to direct to mobile-friendly page. 3. Animation: three creative frames allowed to rotate, each one at 3 second interval for only one loop no longer than 9 sec. 4. A 320x50 is served on iPads on the close up pages only.
Android Banner	320x50	N/A	50k	gif, jpg (static preferred), HTML5 3rd party tag	See Notes	1	3	YES	1. No Flash 2. Recommend click-thru to direct to mobile-friendly page.
<b>iOS App - Rich Media</b>									
iPhone Expandable	320x50	320x480	50k	gif, jpg, HTML5 3rd party tag - assets built internally by CBSI	User-initiated	N/A	14	NO	1. Client to provide 320x50 (standard banner) & 320x480 (expanded / full page). 2. 320x480 expand creative should not include a close button (X button placed internally during building process). 3. Recommend click-thru to direct to mobile-friendly page.
iPhone Interstitial	320x480 (640x360 Retina Size optional)	N/A	150k	gif, jpg, HTML5 3rd party tag - assets built internally by CBSI	See Notes	1	14	YES	1. No Flash 2. Recommend click-thru to direct to mobile-friendly page. 3. Animation: three creative frames allowed to rotate, each one at 3 second interval for only one loop no longer than 9 sec.
iPad Expandable	768x90 or 728x90, & 1024x90	768x1024 & 1024x768	50k	gif, jpg, HTML5 3rd party tag - assets built internally by CBSI	User-initiated	N/A	14	NO	1. Client to provide 768x90 or 728x90, & 1024x90 (standard leaderboard) & 768x1024, 1024x768 (expanded / full page). 2. 768x1024 and 1024x768 expand creative should not include a close button (X button placed internally during building process). 3. Recommend click-thru to direct to mobile-friendly page. 4. Serves on both portrait and landscape orientation.
iPad Interstitial	768x1024 & 1024x768 (1536x2048 & 2048x1536 Retina Sizes optional)	N/A	150k	gif, jpg, HTML5 3rd party tag - assets built internally by CBSI	See Notes	1	14	YES	1. No Flash 2. Recommend click-thru to direct to mobile-friendly page. 3. Animation: three creative frames allowed to rotate, each one at 3 second interval for only one loop no longer than 9 sec.
<b>iOS App - Rich Media - Tap for Video Expandables</b>									
iPhone Banner	320x50	320x480	50k	gif, jpg, HTML5 3rd party tag - assets built internally by CBSI via preferred vendor, Celtra	9-sec / See Notes	1	14	NO	Behavior: User taps on banner for full page video screen. Celtra Specs (served internally) 1. Expanded banner size 320x480 should include CTA for video 2. 320x480 expand creative should not include a close button (X button placed internally during building process).
iPhone Video	320xVariable (Height based on video aspect ratio)	N/A	5MB	gif, jpg, HTML5 3rd party tag - assets built internally by CBSI via preferred vendor, Celtra	User-initiated up to 30-sec	N/A	14	NO	Celtra Specs (served internally) 1. Audio specs: mp3, mono, 32 or 64 kbps. 2. Frame rate: 15, 25, or 30 fps (use lowest value that looks acceptable). 3. Generated video files must be streaming compatible. *Some encoders do this by default, others (such as ffmpeg, http://www.ffmpeg.org/) require you to post-process the files using qt-faststart. 4. Bit rate: 200-250kbps (use lowest value that looks acceptable). 5. 15 second spot is preferred. 6. Codec: h.264
iPad Leaderboard	768x90 or 728x90, & 1024x90	768x1024 & 1024x768	50k	gif, jpg, HTML5 3rd party tag - assets built internally by CBSI via preferred vendor, Celtra	9-sec / See Notes	1	14	NO	Behavior: User taps on banner for full page video screen. Celtra Specs (served internally) 1. Expanded banner size 768x1024 and 1024x768 should include CTA for video. 2. 768x1024 and 1024x768 expand creative should not include a close button (X button placed internally during building process). 3. Expansion for both portrait and landscape orientations.
iPad Video	Up to 640x480	N/A	5MB	gif, jpg, HTML5 3rd party tag - assets built internally by CBSI via preferred vendor, Celtra	User-initiated up to 30-sec	N/A	14	NO	Celtra Specs (served internally) 1. Audio specs: mp3, mono, 32 or 64 kbps 2. Frame rate: 15, 25, or 30 fps (use lowest value that looks acceptable) 3. Generated video files must be streaming compatible *Some encoders do this by default, others (such as ffmpeg, http://www.ffmpeg.org/) require you to post-process the files using qt-faststart. 4. Bit rate: 768kbps (~350-500kbps works well) 5. 15 second spot is preferred 6. Codec: h.264
<b>Mobile Web &amp; Tablet Web - Standard Banners</b>									
Mobile Banner	320x50	N/A	50k	gif, jpg (static preferred), HTML5 3rd party tag	See Notes	1	3	YES	1. No Flash 2. Recommend click-thru to direct to mobile-friendly page. 3. Animation: three creative frames allowed to rotate, each one at 3 second interval for only one loop no longer than 9 sec. 4. DFA internal redirects accepted, tag will need to redirect to static image.
Mobile MPU	300x250	N/A	50k	gif, jpg (static preferred), HTML5 3rd party tag	See Notes	1	3	YES	1. No flash 2. Recommend click-thru to direct to mobile-friendly page. 3. Animation: three creative frames allowed to rotate, each one at 3 second interval for only one loop no longer than 9 sec. 4. DFA internal redirects accepted, tag will need to redirect to static image.
Tablet Leaderboard	728x90	N/A	50k	gif, jpg (static preferred), HTML5 3rd party tag	See Notes	1	3	YES	1. No flash 2. Recommend click-thru to direct to mobile-friendly page. 3. Animation: three creative frames allowed to rotate, each one at 3 second interval for only one loop no longer than 9 sec. 4. DFA internal redirects accepted, tag will need to redirect to static image. 5. The 728x90 will serve in place of the 970x66 or 970x250 units on tablet web.
<b>Mobile Web - Rich Media Banners</b>									
Tap for Video	320x50	N/A	50k image 5MB video	gif, jpg, HTML5 3rd party tag	See Notes	1	3	YES	1. No flash 2. Can be site-served via DFP or Celtra tag. 3. Client can provide Celtra tag or raw assets to DFP site serve (mp4 & 320x50 banner). 4. Video specs similar to above, line 26.

\* If clients are providing 3rd party creative tags they must be an approved 3rd party Rich Media vendor. CBS Interactive requires that all Rich Media creatives to be submitted 7-10 business days prior to launch date\*