CLIENT CREATIVE GUIDELINES

Nano Interactive
Our creative suite

We have a diverse creative suite designed to match your KPIs

**Standard Display Set**
- DMPU, billboard and standard IAB formats, designed to drive direct response.
- KPIs: CTR, CPC, CPA, CPR, ROI and more

**Native**
- Booked on CPC, native formats that are integrated into the content of a page.
- KPIs: Clicks

**Video**
- Booked on CPM or CPCV, we offer Video in Display or Pre-roll formats.
- KPIs: viewability, VTR, completion rate, CTR

**Rich Media**
- Expandable formats which can host image galleries, product descriptions, videos etc. and provide the user with a more engaging experience.
- Available formats: Lightbox, Parascroll, Interactive+, Prism
- KPIs: brand interaction, engagement, viewability, CTR, VTR
Standard Display

Make your ads clear, easy to understand and have clear instruction with what to do

**Technical Requirements**

- File types: JPEG, GIF, PNG
- Duration of animated ads must be 30 seconds or less
- Ads must open in new tab or new window only

**Content Requirements**

- Ads must be distinguishable from a publisher’s content
- Ads can’t appear as if they are actually content or links on a publisher’s site
- Creatives cannot appear sideways or upside down
- Creative images must be clear, recognisable, and relevant; text in the ad must be legible
- Creatives with partially black or white backgrounds must have a visible border of a contrasting colour to the majority background colour of the ad

**Technical Restrictions**

- Ads that autoplay audio are prohibited
- Ads that autoplay video are OK, as long as the audio is muted
- Ads that spawn popups or surveys are prohibited
- Image creatives can be up to 250KB

**Prohibited content**

- Tobacco, weapons, nudity, defamatory/hate content, illegal activities, profanities or spyware
- Offers of free gifts, links to quizzes and surveys, misleading claims and references to sex or sexuality
Supported Display Tags

Make your ads clear, easy to understand and have clear instruction with what to do

**Supported formats:**

- **Static creatives**: We can work with static files (.gif, .png, .jpg and other major formats) + click/impression trackers and build the creatives to run for the Display activity.

- **JavaScript**: Codes containing the creatives and all the required trackers. Usually these come with a 3rd party tag. (see next slide)

- **HTML5**: Codes with specific requirements. Please see the specific section for more info.

**Tracking stats**

If observation is required, 1x1 impression and click trackers need to be provided. These will be applied to the creatives and the campaign will be trackable by the third-party system of your choice. If trackers can’t be provided, Nano will be reporting back on internal numbers.

**HTML5 Technical Requirements:**

- Each creative must have its own .zip file
- No cross-domain scripting: Code reference to external domains are not allowed
- What to include in the .zip file:
  - HTML file: HTML document that includes at least one clickTag and can load into an iframe
  - Other files: Include any other files that are referenced by the HTML file
  - Do not include any files that are not referenced
  - Maximum number of files: .zip can include up to 100 files
- Supported file types: HTML, HTM, JS, CSS, JPEG, GIF, PNG, JSON, XML
- What to include in HTML doc (index.html file):
  - HTML tag `<DOCTYPE html>`, `<html>` and `<body>` tags
  - Set creative dimensions in HTML file with the size meta tag
  - Declare the clickTag: example here

```html
<head>
  <meta name="ad:width" content="width\(x\) height\(y\)"/>
  <script type="text/javascript">
    var clickTag = http://www.google.com/
  </script>
</head>

<!-- The rest of your creative code goes here. -->
</html>
<a href="javascript:window.open(window.clickTag)"></a>
<img src="images/click.png" border=0/>
```
We support tags from the following ad servers:

- Adform
- Xandr
- DCM
- Mediaplex
- Sizmek
- Adtech
- Atlas
- Flashtalking
- OpenX
- Weborama

Additionally
- SSL standard ("https") is mandatory for all tags, creatives and pixels
- Impressions tracking with tracking pixel: this server call must return a transparent 1x1 image
- All ads on the Ad Exchange must limit the number of cookies being set to 20.
- Landing page must be crawlable, no redirects or bridge pages allowed.

We also accept all AdVerification trackings (e.g. IAS, DoubleVerify, Moat, Meetrics, etc.)
Creative guidelines

Standard display activities

<table>
<thead>
<tr>
<th>Devices</th>
<th>DESKTOP / TABLET</th>
<th>DESKTOP / TABLET</th>
<th>MOBILE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sizes</td>
<td>Larger sizes</td>
<td>Smaller sizes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>970 x 250</td>
<td>300 x 250</td>
<td>320 x 50</td>
</tr>
<tr>
<td></td>
<td>300 x 600</td>
<td>160 x 600</td>
<td>300 x 50</td>
</tr>
<tr>
<td>Key features</td>
<td>Larger, more impactful formats to engage the audience</td>
<td>Most widely used, relatively compact and widely accepted by publishers</td>
<td>Known to deliver great results. Very popular and generate the most clicks</td>
</tr>
<tr>
<td>Recommended for</td>
<td>Prospecting new users. For brands wanting to grab attention</td>
<td>Getting your message across to the user due to the larger space. Driving a direct response</td>
<td>Driving a direct response. Maximising revenue generation</td>
</tr>
<tr>
<td>KPIs</td>
<td>Engagement, CTR</td>
<td>Reach, Viewability, CTR</td>
<td>Viewability, CTR, CPA/CPR, ROI</td>
</tr>
</tbody>
</table>
Video formats: Instream Video

Make your ads clear, easy to understand and have clear instruction with what to do

**Technical Requirements**

- Size: Video creatives can be up to 500MB (Bigger size also possible, please contact us if you need more information)
- Duration: 15, 20, 30 sec (Different duration also possible, please contact us if needed)
- Aspect ratio: Video must have an aspect ratio of 16:9 (640x360) or 4:3 (640x480)
- Clickthrough URL: Make sure the creative has clickthrough URL specified. Note that the clickthrough URL will be opened in a new window

**Interaction Requirements**

- Audio and video must play upon user’s click
- Start, stop and mute buttons are required

**Format tags**

- Preferred format: VAST 2.0 and VAST 3.0 - these will allow absolute transparency and will give the client the chance to monitor the activity on their end as well
- Otherwise: video files (previously described) + click and impression trackers. This will allow you to count impressions served and clicks, but for VTR/completion metrics you’ll need to rely on Nano’s reporting

**Content requirements**

- Most video inventory has the same content requirement as standard creatives. For more information, please see standard display section
Video formats: Video in Banner

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01 Technical Requirements
In-banner video ads are HTML5 video creatives triggered within a standard display banner ad on a webpage.

Video part:
- High-resolution Video file
- file: *.mov or *.mp4
- size: under 2.5MB
- video length: up to 30sec
- muted by default
- no more than 3 loops

Display part:
- Image: could be *.gif, *.jpg or html5
- 3rd party tags are not allowed
- Copy and font file (*.otf or *.ttf)
- Brand guidelines if possible

02 Ratio Requirements
There’s no hard rules here for aspect ratio, but essentially:
- any landscape videos will be better suited for 970×250 units
- portrait are best suited for 300×600 units

With that being said, any video can be scaled down and cropped where and if needed to make it work within the space.

If editing the video for the specific format is possible, please supply it as 970×250 or 300×600 and we’ll then we easily incorporate it.

03 Content Requirements
- Most video inventory has the same content requirement as standard creatives. For more information, please see standard display section
Rich Media formats

Make your ads clear, easy to understand and have clear instruction with what to do

**Lightbox requirements**

- **Desktop**: MPU, DMPU, Billboard
  - Dimensions: No fixed dimensions but safezone of 960x640 required
  - File Size: Unlimited  - Loops: N/A
  - Duration: Unlimited
  - Most effective for (KPI): brand awareness and engagement

- **Mobile**: MPU
  - Portrait dimensions: 800x1200
  - Landscape dimensions: 1280x650
  - File Size: Unlimited  - Loops: N/A
  - Duration: Unlimited
  - Most effective for (KPI): brand awareness and engagement

**Parascroll requirements**

- **Desktop / Tablet / Mobile**
  - Dimensions: (Desktop and mobile)
    - MPU – 300x250 to 300x1000*
    - DMPU – 300x600 to 300x1200*
    - Min scroll-through size 500px
  - File Size: 2.2 MB
  - Duration: max 30 secs
  - Loops: 3 times (within 30 secs)
  - Video autoplay (file under 1.5 MB, Duration 30 secs) * when user will view the scrolling background through
  - Most effective for (KPI): traffic to site

**Prism requirements**

- **Desktop / Tablet / Mobile**: MPU and DMPU
  - Dimensions:
    - MPU – 300x250 (D/T/M)
    - DMPU – 300x600 (D/T)
  - File Size: 2.2 MB
  - Duration: max 30 secs
  - Loops: Auto rotation
  - Frame 1 + Frame 2 + Frame 3 + Frame 4 – auto rotation
  - Most effective for (KPI): traffic to site

**Interactive+ requirements**

- **Desktop only**: DMPU and Billboard
  - Dimensions:
    - Billboard – 970x250
    - DMPU – 300x600
  - File Size: 2.2 MB
  - Duration: max 30 secs
  - Loops: 3 times (within 30 secs)
  - Most effective for (KPI): brand awareness and engagement
### Rich Media formats: Engagement benchmarks

<table>
<thead>
<tr>
<th>Format</th>
<th>CTR %</th>
<th>ER %</th>
<th>IR %</th>
<th>VTR %</th>
<th>Ave Dwell sec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop Lightbox</td>
<td>3%-7%</td>
<td>1%</td>
<td>3.5%</td>
<td>-</td>
<td>12</td>
</tr>
<tr>
<td>Mobile Lightbox</td>
<td>2%</td>
<td>0.3%</td>
<td>2.5%</td>
<td>-</td>
<td>7</td>
</tr>
<tr>
<td>Blended Lightbox</td>
<td>3.5%</td>
<td>0.65%</td>
<td>3%</td>
<td>-</td>
<td>9.5</td>
</tr>
<tr>
<td>Parascroll</td>
<td>0.15%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Prism</td>
<td>0.25%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Interactive+</td>
<td>0.16%</td>
<td>1%</td>
<td>1%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Video Banners</td>
<td>0.38%</td>
<td>-</td>
<td>-</td>
<td>49.48 (15s)</td>
<td>37.30 (30s)</td>
</tr>
</tbody>
</table>
# Native formats

**Optional components:** Impression tracking (img or javascript), no more than 2 impression trackers

<table>
<thead>
<tr>
<th>Asset</th>
<th>Description</th>
<th>Requirements</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
</table>
| Logo  | Advertiser’s logo | Supported image file formats: JPEG, PNG  
1. Minimum size: 1200 x 627  
Pixels aspect ratio: 1.91:1  
2. Minimum size: 627 x 627  
Pixels aspect ratio: 1:1  
3. Minimum size: 770 x 250  
Pixels aspect ratio: 3.88:1 | | | | | | | | | |
| Main Images | Images to promote the advertiser’s product or service | | | | | | | | | |
| Title (short) | The headline to display in the creative | Maximum 25 single byte characters | | | | | | | | |
| Title (long) | An alternate, longer version of the headline. This only appears in certain native layouts | | | | | | | | |
| Body text (short) | Body text describing the product or service | Maximum 50 single byte characters | | | | | | | |
| Body text (long) | An alternate, longer version of the body text describing the product or service. This only appears in certain native layouts | Maximum 90 single byte characters | | | | | | | |
| CTA (Call to action) | The text on the ad’s call-to-action button or link. For example, “Shop now” | Maximum 150 single byte characters | | | | | | | |
| Landing page URL | The web page to direct people to when they click your ad | Maximum 1024 single byte characters | | | | | | | |
Creatives in action

**Best performers**

- Medium rectangle: 300 x 250
- Half page: 300 x 600
- Mobile: 320 x 50
- Billboard: 970 x 250
- Leaderboard: 728 x 90
- Large Leaderboard: 970 x 90
- Wide skyscraper: 160 x 600
- Skyscraper: 120 x 600

**High impact formats** (click on the link to see the format in action)

- Video in banner
- Lightbox
- Desktop/mobile
- PRISM
- Parascroll

Click the AD dimensions on the left to seem them in action.
Creatives in action

Best performers

- Medium rectangle 300 x 250
- Half page 300 x 600
- Mobile 320 x 50
- Billboard 970 x 250
- Leaderboard 728 x 90
- Large Leaderboard 970 x 90
- Wide skyscraper 160 x 600
- Skyscraper 120 x 600

High impact formats (click on the link to see the format in action)
- Video in banner
- Lightbox
- desktop / mobile
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- Parascroll

Medium rectangle
300 x 250
Creatives in action

Best performers

- Medium rectangle 300 x 250
- Half page 300 x 600
- Mobile 320 x 50
- Billboard 970 x 250
- Leaderboard 728 x 90
- Large Leaderboard 970 x 90
- Wide skyscraper 160 x 600
- Skyscraper 120 x 600

High impact formats (click on the link to see the format in action)
- Video in banner
- Lightbox
- desktop / mobile
- PRISM
- Parascroll

Half page
300 x 600
Creatives in action

Best performers

- Medium rectangle: 300 x 250
- Half page: 300 x 600
- Mobile: 320 x 50
- Billboard: 970 x 250
- Leaderboard: 728 x 90
- Large Leaderboard: 970 x 90
- Wide skyscraper: 160 x 600
- Skyscraper: 320 x 600

High impact formats (click on the link to see the format in action)
- Video in banner
- Lightbox
- desktop/mobile
- PRISM
- Parascroll
Creatives in action

**Best performers**

- **Medium rectangle** 300 x 250
- **Half page** 300 x 600
- **Mobile** 320 x 50
- **Billboard** 970 x 250

**Leaderboard** 728 x 90

**Large Leaderboard** 970 x 90

**Wide skyscraper** 160 x 600

**Skyscraper** 120 x 600

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**High impact formats** (click on the link to see the format in action)

- Video in banner
- Lightbox
- PRISM
- Parascroll
Creatives in action

Best performers

- Medium rectangle 300 x 250
- Half page 300 x 600
- Mobile 320 x 50
- Billboard 970 x 250
- Leaderboard 728 x 90
- Large Leaderboard 970 x 90
- Wide skyscraper 160 x 600
- Skyscraper 120 x 600

High impact formats (click on the link to see the format in action)
- Video in banner
- Lightbox desktop / mobile
- PRISM
- Parascroll

Leaderboard
728 x 90
Creatives in action

Best performers

- Medium rectangle 300 x 250
- Half page 300 x 600
- Mobile 320 x 50
- Billboard 970 x 250
- Leaderboard 728 x 90
- Large Leaderboard 970 x 90
- Wide skyscraper 160 x 600
- Skyscraper 120 x 600

High impact formats (click on the link to see the format in action)

Video in banner  
Lightbox desktop / mobile  
PRISM  
Parascroll

Large Leaderboard
970 x 90
Creatives in action

Best performers

- Medium rectangle: 300 x 250
- Half page: 300 x 600
- Mobile: 320 x 50
- Billboard: 970 x 250
- Leaderboard: 728 x 90
- Large Leaderboard: 970 x 90
- Wide skyscraper: 160 x 600
- Skyscraper: 160 x 600

Wide Skyscraper

160 x 600

High impact formats (click on the link to see the format in action)

- Video-in-banner
- Lightbox
- Desktop/mobile
- PRISM
- Parascroll
Creatives in action

Best performers

- Medium rectangle 300 x 250
- Half page 300 x 600
- Mobile 320 x 50
- Billboard 970 x 250
- Leaderboard 728 x 90
- Large Leaderboard 970 x 90
- Wide skyscraper 160 x 600
- Skyscraper 120 x 600

High impact formats (click on the link to see the format in action)
- Video in banner
- Lightbox
- desktop / mobile
- PRISM
- Parascroll

Skyscraper
120 x 600
Creative best practice tips

What content makes an effective creative

What makes a good ad?

- Engaging, on brand design
- Functionality: smooth animation and nothing too distracting or flashy
- Clearly marked CTAs to direct the user to the brand site
- Personalised content
- Strong brand identity

What doesn’t make a good ad?

- Generic, bland layout that doesn’t help to identify the brand
- Retargeting ads that do not feature any product information or prices
- Lack of personalisation that helps to engage the user
- Potential QA violations, such as no border or CTA
- Poorly thought out or executed animation that doesn’t enhance the ad
- Lack of brand identity

NOTE: It is important that ad campaigns contain a mix of both large and small formats to drive efficacy. Smaller formats (mostly across mobile) back up larger sizes and are essential to make the messaging more impactful by driving additional ad performance.
THANK YOU

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