CLIENT CREATIVE GUIDELINES

Nano Interactive
Our creative suite

We have a diverse creative suite designed to match your KPIs

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

**Native**
- Booked on a 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

None of our ad formats breach the standards set by the coalition for better ads (betterads.org/standards)

Simply send us your assets and we’ll take care of the rest to build the formats.
Creative guidelines

Rich media display

<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>320 x 50</td>
</tr>
<tr>
<td></td>
<td>970 x 50</td>
<td>300 x 250</td>
<td>300 x 50</td>
</tr>
<tr>
<td></td>
<td>300 x 600</td>
<td>160 x 600</td>
<td>300 x 250</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>

None of our ad formats breach the standards set by the coalition for better ads (betterads.org/standards)
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

**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

**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

**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

None of our ad formats breach the standards set by the coalition for better ads (betterads.org/standards)
Additional information – 3rd Party Tags

We support tags from the following ad servers:

- Adform
- AppNexus
- 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.)

None of our ad formats breach the standards set by the coalition for better ads (betterads.org/standards)
### Native useful information

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

<table>
<thead>
<tr>
<th></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>
<tbody>
<tr>
<td><strong>ASSET</strong></td>
<td>Logo</td>
<td>Main Images</td>
<td>Title (short)</td>
<td>Title (long)</td>
<td>Body text (short)</td>
<td>Body text (long)</td>
<td>CTA</td>
<td>Landing page URL</td>
</tr>
<tr>
<td><strong>DESCRIPTION</strong></td>
<td>Advertiser’s logo</td>
<td>Images to promote the advertiser’s product or service</td>
<td>The headline to display in the creative</td>
<td>An alternate, longer version of the headline. This only appears in certain native layouts</td>
<td>Body text describing the product or service</td>
<td>An alternate, longer version of the body text describing the product or service. This only appears in certain native layouts</td>
<td>The text on the ad’s call-to-action button or link. For example, “Shop now”</td>
<td>The web page to direct people to when they click your ad</td>
</tr>
<tr>
<td><strong>REQUIREMENTS</strong></td>
<td>Minimum size: 300 x 300 pixels</td>
<td>Supported image file formats: JPEG, PNG</td>
<td>Maximum 25 single byte characters</td>
<td>Maximum 50 single byte characters</td>
<td>Maximum 90 single byte characters</td>
<td>Maximum 150 single byte characters</td>
<td>Maximum 15 single byte characters</td>
<td>Maximum 1024 single byte characters</td>
</tr>
</tbody>
</table>

None of our ad formats breach the standards set by the coalition for better ads (betterads.org/standards)
Video useful information

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

01 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

02 Interaction Requirements

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

03 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 Nando’s reporting

04 Content requirements

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

None of our ad formats breach the standards set by the coalition for better ads (betterads.org/standards)
Simply send us your assets and we’ll work with our creative partner to build the formats to your desired specifications.

**Desktop only**

- **Lightbox** on Desktop: MPU, DMPU, Billboard
- **Most effective for (KPI):** brand awareness and engagement

**Interactive + :** DMPU and Billboard
Available for desktop only

**Mobile only**

- **Lightbox** on Mobile: MPU
- **Most effective for (KPI):** brand awareness and engagement

**Adaptable**

- **Parascroll** (in-unit) on desktop and mobile: MPU and DMPU
- **Most effective for (KPI):** traffic to site

- **Prism:** MPU and DMPU Available on desktop, mobile and tablet
- **Most effective for (KPI):** traffic to site

None of our ad formats breach the standards set by the coalition for better ads (betterads.org/standards)
Simply send us your assets and we’ll work with our creative partner to build the formats to your desired specifications.

**Lightbox requirements**

**Desktop**
- Dimensions: No fixed dimensions but safezone of 960×640 required
- File Size: Unlimited
- Duration: Unlimited
- Loops: N/A

**Mobile**
- Portrait dimensions: 800×1120
- Landscape dimensions: 1280×650
- File Size: Unlimited
- Duration: Unlimited
- Loops: N/A

**Prism requirements**

**Desktop/ Tablet/ Mobile**
- Dimensions:
  - MPU – 300×250 to 300×1000*
  - DMPU – 300×600 to 300×1200*
  - 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

- File Size: 2.2 MB
- Duration: max 30 secs
- Loops: 3 times (within 30 secs)
- Frame 1 + Frame 2 + Frame 3 + Frame 4 – auto rotation

**Interactive+ requirements**

**Desktop only**
- Dimensions:
  - MPU – 300×250 – D/T / M
  - DMPU – 300×600 – D/T
- File Size: 2.2 MB
- Duration: max 30 secs
- Loops: 3 times (within 30 secs)
Creative in action

Best performers

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

High impact formats

- Pre-roll video
- Lightbox video
- PRISM
- Parascroll

Billboard

970 x 250

None of our ad formats breach the standards set by the coalition for better ads (betterads.org/standards)
Creative best practice tips

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

None of our ad formats breach the standards set by the coalition for better ads (betterads.org/standards)