



Creative Guidelines

2026



nmo
INTERACTIVE

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Our Creative Suite



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 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, instream or outstream formats.

KPIs:

Viewability, VTR, 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



Social Extension

Booked on CPM, repurpose your social posts into traditional display formats.

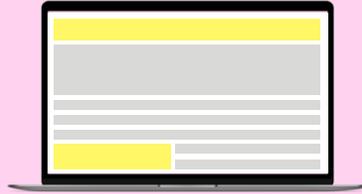
KPIs:

Viewability, CTR

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

Our Creative Suite

Devices



Desktop / Tablet
Larger Sizes



Desktop / Tablet
Smaller Sizes



Mobile

Sizes

970 x 250
300 x 600
728 x 90

300 x 250
160 x 600
120 x 600

320 x 50
300 x 50
300 x 250

Key features

Larger, more impactful formats to engage the audience

Most widely used, relatively compact and widely accepted by publishers

Known to deliver great results. Very popular and generate the most clicks

KPIs

Engagement
CTR

Reach
Viewability
CTR

Viewability
CTR
CPA/CPR
ROI

Standard *Display*

1

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

2

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 4mb

3

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

4

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

Additional information: *Third Party Tags*

We support tags from the following ad servers



Adform Adtech



AppNexus Atlas



DCM Flashtalking



Mediaplex OpenX



Sismek 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.)*

Native useful information

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

Asset	Logo	Main Images	Title Short	Title Long	Body Text Short	Body Text Long	CTA Call To Action	Landing Pge URL (Third Party Ad Service Only)=Click Tracking
Description	Advertiser's Logo	Images to promote to promote the advertiser's product or service	The headline to display in the creative	An alternate, longer version of the headline. This only appears in certain native layouts	Body text describing the product or service	An alternate, longer version of the text describing the product or service. This only appears in certain native layouts.	The text and the ad's call-to-action button or link. For example, "Shop now"	The web page to direct people to when they click your ad
Requirements	Minimum size: 300x300 pixels Supported image file formats: JPEG, PNG	Supported image file formats: JPEG, PNG 1. Minimum size: 1200x627 Pixel aspect ratio: 1:91:1 2. Minimum size: 627x627 Pixel aspect ratio: 1:1 3. Minimum size: 970x250 Pixel aspect ratio: 3.88:1	Maximum 25 single byte characters	Maximum 50 single byte characters	Maximum 90 single byte characters	Maximum 150 single byte characters	Maximum 15 single byte characters	Maximum 1024 single byte characters

Video *useful information*

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

1

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

2

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

3

Interaction Requirements

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

4

Content Requirements

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

Rich media *requirements*

Nano will manage the whole creative process making it simple and easy to create impactful, engaging and rich creatives from readily available assets.

Simply send us your assets and we'll work with our creative partner to build the formats to your desired specifications

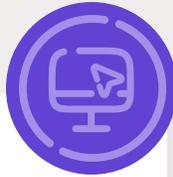
Required Assets

We can repurpose existing layered working files from the wider campaign (.psd, .fig, .ai, .ae) or design and build creatives using any available raw assets from the list below.

- High-res imagery (png, jpeg) ideally in raw form without any logos or copy
- Logos (svg, eps, png)
- Campaign copy (via email) and Brand fonts (.otf or .ttf)
- Video (.mov or mp4 for Landscape, square and portrait aspect ratios)
- Brand guidelines or past creatives as references
- All unique click-out URLs

For clients without existing asset banks or working files, we can also repurpose website and social content.

Rich media *useful information*



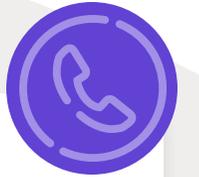
Desktop Only

- **Skins:** Page Takeover
- **Lightbox on Desktop:** MPU, DMPU, Billboard
- **Interactive + :** Billboard Available for desktop only
- **Most effective for (KPI):** brand awareness and engagement



Adaptable

- **Branded Video:** 16:9 or 4:5
- **Parascroll (in-unit) on desktop and mobile:** MPU and DMPU
- **Prism:** BB, MPU and DMPU Available on desktop, mobile and tablet
- **Interactive + :** DMPU
- **Most effective for (KPI):** brand awareness, traffic to site



Mobile Only

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

Rich media video *useful information*

Non-expanding display formats

- 6s, 15s, 20s videos are optimal, but anything 30s and under can auto-play without sound.
- Applicable for Skins, Prism, Parascroll, Interactive+, Social Display, Lightbox launch banners.
- Any aspect ratio can be accommodated within the wider creative design

Expanded stages of formats (Lightbox)

- 15s, 20s, 30s videos are optimal.
- Option to house multiple videos within a single Lightbox
- Any aspect ratio can be accommodated within the wider creative design

Branded Video (OLV) placements

- Optimal video lengths are 15s or 20s, 6s and 30s are also compatible.
- Landscape (16:9) and Square (1:1) videos work well for landscape Branded Video formats to allow space for a branded overlay
- Square (1:1), Portrait (4:5) or Landscape (16:9) videos can work well for portrait Branded Video formats to allow for a branded overlay.

Social *Extension*

Increase utility of your social posts by repurposing these to display formats

Requirements

- Simply **share the URL** of the post from the following platforms: **Instagram, TikTok, X, Pinterest, Facebook, LinkedIn**
- Confirm **click-through URL**
- Share **1x1 impression and click trackers**
- Share **Third party measurement pixel (e.g. DV or IAS) if needed.**
- Available as **300x250** and **300x600**



Creative *best practice tips*

What Doesn't Make A Good Ad?

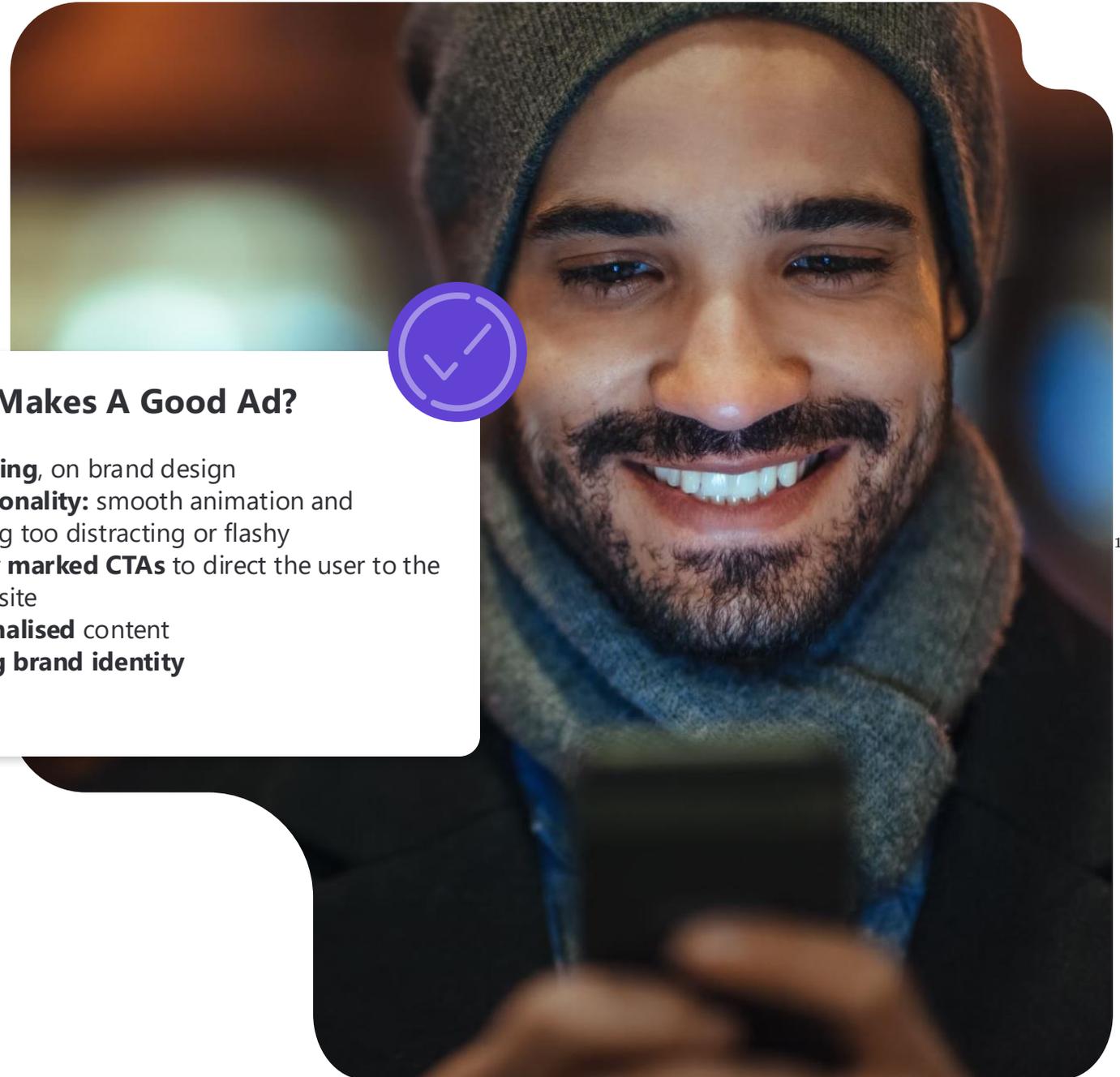


- X **Generic**, bland layout that doesn't help to identify the brand
- X **Retargeting** ads that **do not feature any product information or prices**
- X **Lack of personalisation** that helps to engage the user
- X Potential **QA violations**, such as no border or CTA
- X **Poorly** thought out or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

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**





Thank you

Nano Interactive is a leader in ID-free technology that is able to target all consumers at the moment of intent. Since launch, Nano has delivered campaigns for leading brands across mobile, video and display and continues to powerfully connect brands with relevant audiences. Its AI-led targeting platform utilises multiple forms of live intent signals, such as next generation contextual targeting, sentiment and emotion analysis and attention metrics to enhance advertising performance in a 100% privacy-friendly way.

If further support is needed,
please don't hesitate to get in
touch info@nanointeractive.com

