



Programmatic Council
Creative Committee

Creative Specifications

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*The DPAA Creative Specifications were authored by Prohaska Consulting
with support from DPAA and its Creative Standards Committee*

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Introduction

Mission:

The Creative Specifications committee was created to develop standards within the placed-based advertising ecosystem to facilitate programmatic ad buying at scale. For automated buying to occur very clear standards need to exist so that advertisers can develop creatives successfully and deliver them programmatically for delivery to the placed-based platform.

Working Committee:

This committee represents the interests of all DPAA members. This committee was created with a cross-section of companies to be representative of DPAA members and facilitated by Prohaska Consulting on behalf of the DPAA.

Represented Companies:

- Adspace Mall Networks
- Ayuda
- BroadSign
- Captivate
- Clear Channel Outdoor
- ClubCom
- DOmedia
- Eye Corp
- Intersection
- Kinetic
- Lamar Advertising
- Outfront Media
- Pattison Onestop
- Quividi
- Screenvision Media
- Sito Mobile
- Verifone
- Vistar
- Zoom Media

The need for standards:

These standards are being developed to provide clear guidelines for buyers (advertisers) and sellers (media companies). Programmatic provides access to automation, but automation requires specifications to work successfully. Specifications will ensure that the buyers are developing the creatives in the proper formats. A related goal would be for many / most of the publishers to utilize the same standards so that one buyer's creative can be placed against numerous companies. This reduces complexity in costly creative development and facilitates impression delivery at scale which increases earned revenue. While there will always be unique specs for custom implementations, the greater the adoption of standards for high volumes of impressions, the greater the revenue potential.

DPAA Creative Specs:

These digital placed-based creative specs are being released to benefit all media companies and advertisers. The creative specs will encompass image and video assets. Video assets are further differentiated by whether audio is offered or not.

Image Specs

The following specs cover image creative types. Some specifications may allow animations where others are static images. Image files should not require additional manipulation prior to delivery to the out-of-home console.

Image Specs

Size	Name	File Format	Animation	Minimum DPI	Max File Size
1080 x 1920	Poster (V)	.jpg, .bmp, .gif	No – static only	72	500 kb
1080 x 1920 Dynamic	Poster (V)	.jpg, .bmp, .gif, html5	No – static only	72	500 kb
160 x 600	Skyscraper	.jpg, .bmp, .gif, html5	Yes – up to 15 seconds	n/a	200 kb
1920 x 1080	Poster (H)	.jpg, .bmp, .gif	No – static only	72	500 kb
1920 x 1080 Dynamic	Poster (H)	.jpg, .bmp, .gif, html5	No – static only	72	500 kb
300 x 250	Rectangle – medium	.jpg, .bmp, .gif, html5	Yes – up to 15 seconds	n/a	200 kb
448 x 252	Rectangle – small	.jpg, .bmp, .gif	Yes – up to 30 seconds	n/a	250 kb
640 x 480	Rectangle – large	.jpg, .bmp, .gif	Yes – up to 30 seconds	n/a	250 kb
728x90	Leaderboard	.jpg, .bmp, .gif, html5	Yes – up to 15 seconds	n/a	200 kb
400 x 1400	Bulletin Billboard	.jpg, .bmp, .gif	No – static only	72	
400 x 840	Poster Billboard	.jpg, .bmp, .gif	No – static only	72	

- **Orientation:** describes whether the image will be displayed in portrait or landscape
- **File format:** highlights the available file formats for creative submissions
- **Animation:** identifies whether the execution allows for any animation
- **Minimum DPI:** defines the minimum pixel dots per inch to ensure clarity of the image for rendering on media consoles of various screen dimensions
- **Max file size:** represents the maximum file size allowable in kb (kilo bytes)

Video Specs (No Sound)

The following specs cover video enabled executions which do NOT offer sound. Video creative can be a full-motion video or animated gif format. Some video files may be encoded to enable successful delivery to the media console.

Video Specs (No Sound Playback)

Size	Name	File Format	Codec	Ratio	FPS	Max File Size	Animation Length (seconds)
1080 x 1920	Video - silent	.mov, .mp4	H.264, Apple ProRes	9:16	29.97	7 MB	8, 10, 15, or 30
1920 x 1080	Video - silent	.mov, .mp4	H.264, Apple ProRes	16:9	29.97	7 MB	8, 10, 15, or 30
640 x 480	Video - silent	.mov, .mp4	H.264, Apple ProRes	4:3	29.97	7 MB	8, 10, 15, or 30

Note: Alternatively, an animated .GIF can be submitted utilizing the [Image Specs](#)

Terminology:

- **File format:** highlights the available file formats for creative submissions
- **Codec:** software for encoding and decoding digital video
- **Ratio:** defines the video aspect ratio
- **FPS:** video recording should match the recommended frames-per-second
- **Max file size:** represents the maximum file size allowable in MB (megabytes)
- **Animated GIF:** identifies whether an animated .GIF file format can be delivered for the video execution
- **Animation length:** describes the maximum length of the video animation

Video Specs (With Sound)

The following specs cover video enabled executions which offer sound. Video creative can be a full-motion video or animated gif format. Some video files may be encoded to enable successful delivery to the media console.

Video Specs (Sound Enabled)

Size	Name	File Format	Codec	Ratio	Maximum FPS	Audio Codec	Max File Size	Animation Length (seconds)
1080 x 1920	Video	.mov, .mp4	H.264, Apple ProRes	9:16	29.97	MP3 or AAC	7 MB	8, 10, 15, or 30
1920 x 1080	Video	.mov, .mp4	H.264, Apple ProRes	16:9	29.97	MP3 or AAC	7 MB	8, 10, 15, or 30
VAST	IAB VAST	.mov, .mp4	H.264, Apple ProRes	16:9	29.97	MP3 or AAC	7 MB	6, 15, or 30
1920 x 1080p Cinema	Cinema Video	.mov, .mp4	Apple ProRes 422HQ	16:9, 1.85, 2.35	23.98	AAC or AC-3	Unlimited	8, 10, 15, 30, 60, 90, or 120s
640 x 480	Video	.mov, .mp4	H.264, Apple ProRes	4:3	29.97	MP3 or AAC	7 MB	8, 10, 15, or 30

Terminology:

- **Codec:** software for encoding and decoding digital video
- **Ratio:** defines the video aspect ratio.
- **FPS:** video recording should match the recommended frames-per-second
- **Audio codec:** software for coding and decoding a digital audio stream
- **Max file size:** represents the maximum file size allowable in MB (megabytes)
- **Animation length:** describes the maximum length of the video animation

About Us

About the DPAA:

The Digital Place Based Advertising Association (DPAA) leads the Digital Place Based and Digital Out of Home (DOOH) industry as marketing to consumers *outside* the home is experiencing aggressive growth versus advertising *inside* the home, which is continuing its fragmented decline.

The DOOH growth is due to societal shifts where people are spending more time out and about in urban areas. Additionally, the proliferation of digital screens outside the home with their ad-friendly capabilities, coupled with the fragmentation of ad opportunities inside the home, paves the way for this continued ascension of media spend to DPAA members. The important and wide use of mobile and location data has further empowered these screens to become powerful targeting mechanisms offering up new means of addressability and attribution.

DPAA fosters collaboration between advertisers, agencies, ad-tech, mobile companies, location data, software, hardware and others while providing guidelines, standards, best practices and industry-wide research all promoting the effectiveness of digital place based advertising.

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About Prohaska Consulting

Prohaska Consulting solves digital complexity in the media and marketing ecosystem to grow clients' revenue. Its advice and training on processes and practices, technologies and tools enable clients around the world to succeed as they navigate increasingly sophisticated systems, ever larger data sets and rising consumer and customer expectations.

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