

# Campaign setup: Creatives

This section describes how to use the creatives in the campaigns.

Currently the following formats of creatives are supported.

## Banners

The product supports the following 9 sizes.

Tip: Upload higher resolution (upscaled) copies of the creatives to increase the performance.

- 970 x 90 (up to 1940 x 180)
- 728 x 90 (up to 1456 x 270)
- 320 x 50 (up to 960 x 150)
- 300 x 250 (up to 900 x 750)
- 300 x 100 (up to 900 x 300)
- 250 x 250 (up to 750 x 750)
- 300 x 600 (up to 900 x 1800)
- 160 x 600 (up to 320 x 1200)
- 240 x 400 (up to 720 x 1200)

The size should not exceed 150kb.

320x50 banners have more traffic but it's lower performance.

The product supports 2 types of banners.

## Image

Please note, 320x50 size is the most widely used, but it performs the worst, in most of the cases. Instead of standard sizes, it is recommended to upload upscaled sizes: For example, instead of 320x50, it is recommended to upload 640x100, so that the quality is improved.

It is also highly recommended to request working PSDs of creatives.

# HTML

HTML banners should be compressed into a ZIP archive, it should contain an index.html file. We support the following. Please see example of what is needed to be requested [240x400.zip](#).

# Native

Native ads require the following images from the customer

- Logo (128x128)
- Landscape (627x1200)
- Square (600x600)

As well as, name, headline, description, CTA, Advertiser name.

# Video

Video file, up to 15mb
300x250 JPG or PNG. 150k max file size.