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

nano

Technical Requirements **01**

– 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 **02**

– 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

Standard display

Content Requirements **03**

– 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 **04**

– 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 adserver tracking 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.

Display Tags

HTML5 Technical Requirements:

- Each creative must have it's 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.size"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>
Make sure the rest of your creative code goes here.] </html>
<a href="javascript:window.open(window.clickTag)">
<img src="images/dclk.png" border=0></a>
```

Additional information – 3rd Party Tags

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

Devices	DESKTOP / TABLET Larger sizes	DESKTOP / TABLET Smaller sizes	MOBILE
Sizes	970 x 250 300 x 600	300 x 250 160 x 600 728 x 90	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
Recommended for	Prospecting new users. For brands wanting to grab attention	Getting your message across to the user due to the larger space. Driving a direct response	Driving a direct response. Maximising revenue generation
KPIs	Engagement CTR	Reach Viewability CTR	Viewability CPA/CPR CTR ROI

Video formats: Instream Video

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

Technical Requirements 01

– 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 02

– Audio and video must play upon user's click

– Start, stop and mute buttons are required

Format tags 03

– 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 04

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

Instream Video

Video formats: Video in Banner

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

🔧 Technical Requirements — 01

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

▶ Video in Banner

📐 Ratio Requirements — 02

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.

📰 Content requirements — 03

– 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
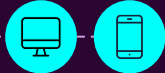
Desktop: MPU, DMPU, Billboard

- Dimensions: No fixed dimensions but safezone of 960×640 required
- File Size: Unlimited – Loops: N/A
- Duration: Unlimited
- Most effective for (KPI): **brand awareness and engagement**

Mobile: MPU

- Portrait dimensions: 800×1120
- Landscape dimensions: 1280×650
- 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 – 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
- Most effective for (KPI): **traffic to site**

Prism requirements

Desktop / Tablet / Mobile: MPU and DMPU

- Dimensions:
  - MPU – 300×250 (D/T/ M)
  - DMPU – 300×600 (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 – 970×250
  - DMPU – 300×600
- 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

Rich Media formats: Engagement benchmarks

Format	CTR %	ER %	IR %	VTR %	Ave Dwell sec
Desktop Lightbox	3% - 7%	1%	3.5%	-	12
Mobile Lightbox	2%	0.3%	2.5%	-	7
Blended Lightbox	3.5%	0.65%	3%	-	9.5
Parascroll	0.15%	-	-	-	-
Prism	0.25%	-	-	-	-
Interactive+	0.16%	1%	1%	-	-
Video Banners	0.38%	-	-	49.48 (15s) 37.30 (30s)	-

Native formats

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

	1	2	3	4	5	6	7	8
ASSET	Logo	Main Images	Title (short)	Title (long)	Body text (short)	Body text (long)	CTA Call to action	Landing page URL (Third-party ad servers only) = Click Tracking
DESCRIPTION	Advertiser's logo	Images 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 body text describing the product or service. This only appears in certain native layouts	The text on 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
REQUIRMENTS	Minimum size: 300 x 300 pixels Supported image file formats: JPEG, PNG	Supported image file formats: JPEG, PNG 1. Minimum size: 1200×627 Pixels aspect ratio: 1.91 : 1 2. Minimum size: 627×627 Pixels aspect ratio: 1 : 1 3. Minimum size: 970×250 Pixels 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

Creatives in action
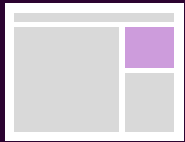
Best performers

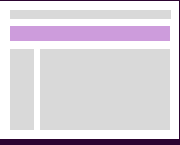**Medium rectangle**
300 x 250

Half page
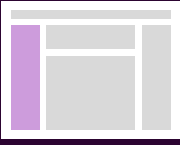300 x 600

Mobile
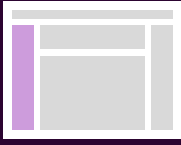320 x 50

Billboard
970 x 250
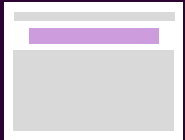
Leaderboard
728 x 90
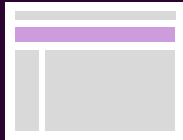
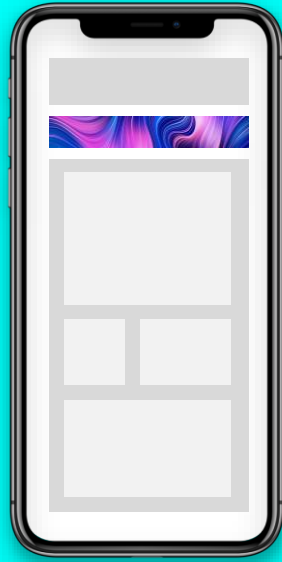**Large Leaderboard**
970 x 90
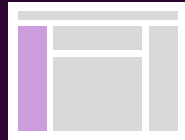
Wide skyscraper
160 x 600
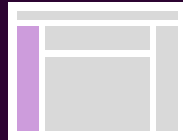
Skyscraper
120 x 600

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

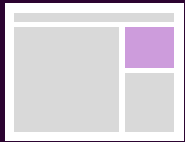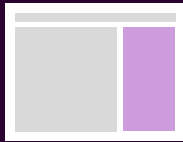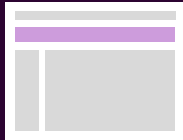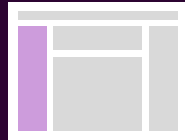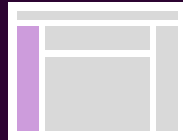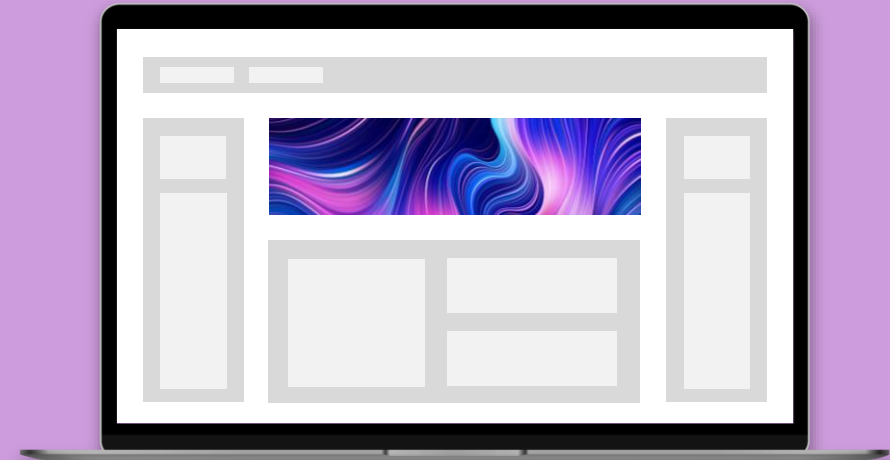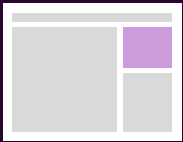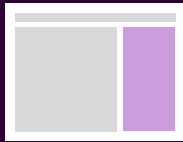Video in banner   Lightbox desktop / mobile   PRISM   Parascroll
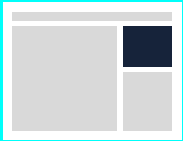
Click the AD dimensions on the left to seem them in action
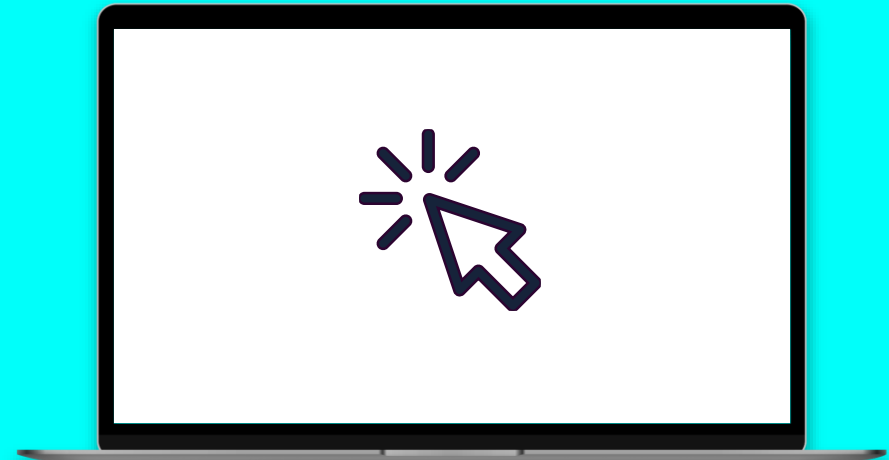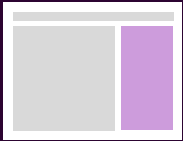
Creatives in action
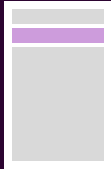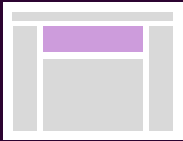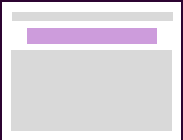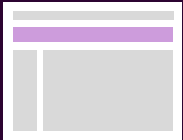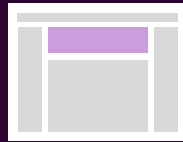
Best performers

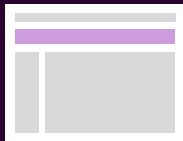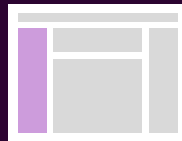|	
Medium rectangle 300 x 250	Half page 300 x 600
Mobile 320 x 50	Billboard 970 x 250
Leaderboard 728 x 90	Large Leaderboard 970 x 90
Wide skyscraper 160 x 600	Skyscraper 120 x 600
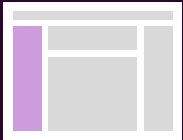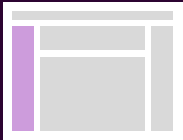
High impact formats (click on the link to see the format in action)

Video in banner   Lightbox desktop / mobile   PRISM   Parascroll
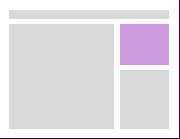
Medium rectangle
300 x 250
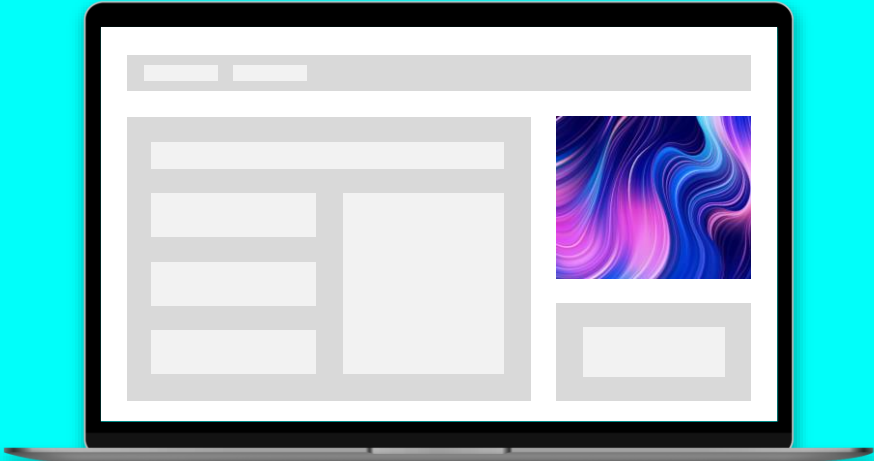
Creatives in action
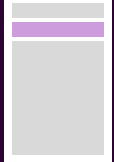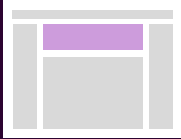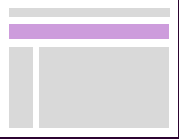
Best performers

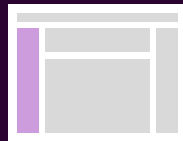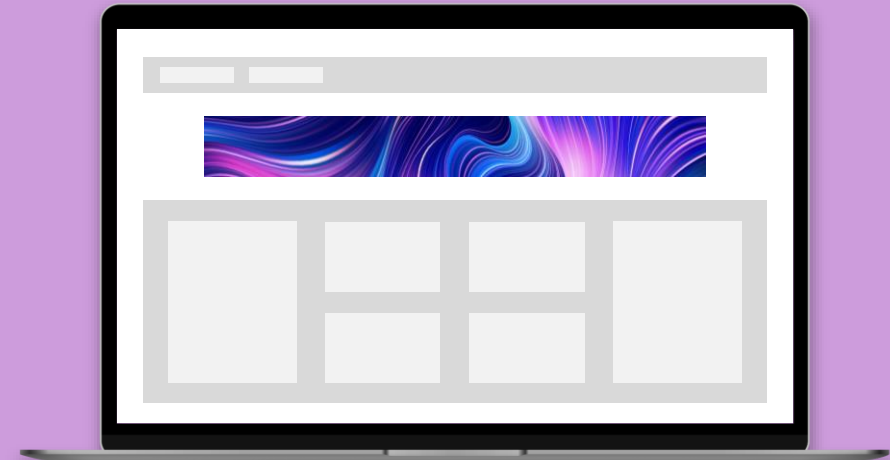|			
Medium rectangle 300 x 250	Half page 300 x 600	Mobile 320 x 50	Billboard 970 x 250
Leaderboard 728 x 90	Large Leaderboard 970 x 90	Wide skyscraper 160 x 600	Skyscraper 120 x 600
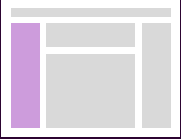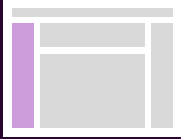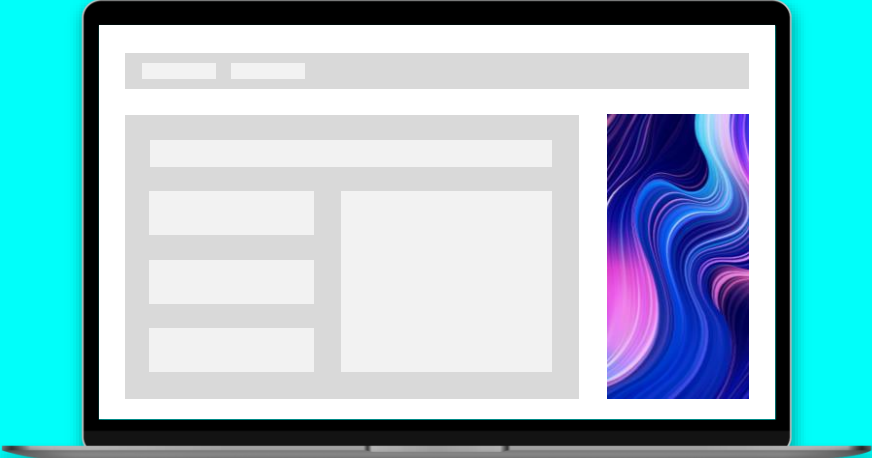
High impact formats (click on the link to see the format in action)

Video in banner   Lightbox desktop / mobile   PRISM   Parascroll
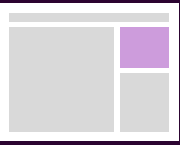
Half page
300 x 600
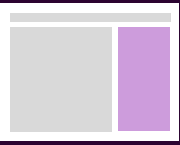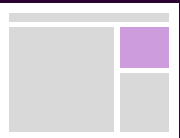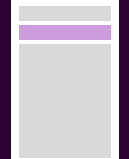
Creatives in action
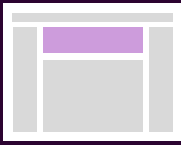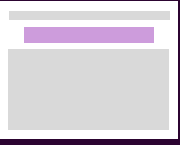
Best performers

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
120 x 600

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

Video in banner   Lightbox desktop / mobile   PRISM   Parascroll

Mobile
320 x 50

Creatives in action

Best performers

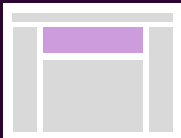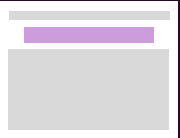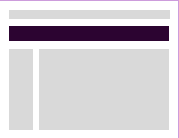Medium rectangle
300 x 250

Half page
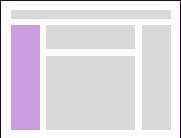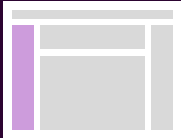300 x 600
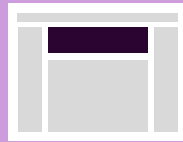
Mobile
320 x 50
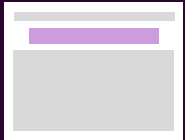
Billboard
970 x 250

Leaderboard
728 x 90

Large Leaderboard
970 x 90

Wide skyscraper
160 x 600
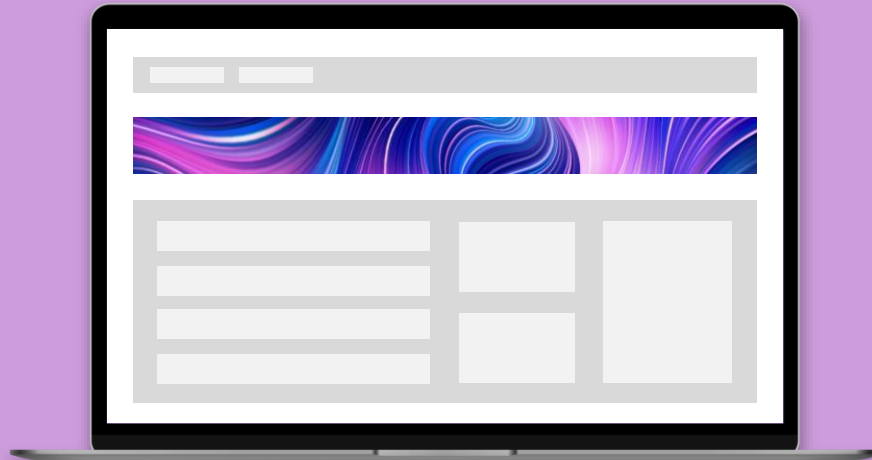
Skyscraper
120 x 600

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

Video in banner   Lightbox desktop / mobile   PRISM   Parascroll

Billboard
970 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
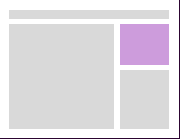
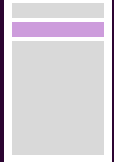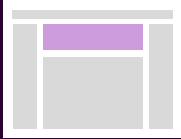## Leaderboard
728 x 90

Creatives in action
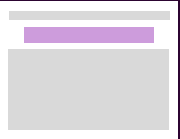
Best performers

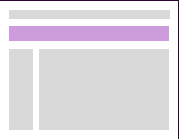Medium rectangle
300 x 250

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
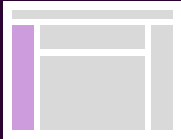300 x 600

Mobile
320 x 50

Billboard
970 x 250

Leaderboard
728 x 90

Large Leaderboard
970 x 90

Wide skyscraper
160 x 600

Skyscraper
120 x 600

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

Video in banner   Lightbox desktop / mobile   PRISM   Parascroll

Wide Skyscraper
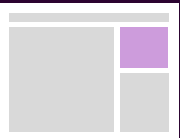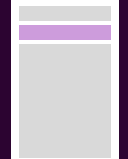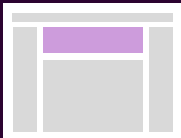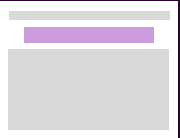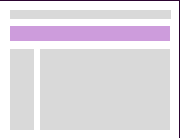### 160 x 600

Creatives in action

Best performers

Medium rectangle
300 x 250

Half page
300 x 600

Mobile
320 x 50

Billboard
970 x 250

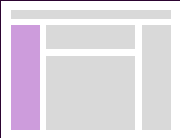**Leaderboard**
728 x 90

Large Leaderboard
970 x 90

Wide skyscraper
160 x 600

Skyscraper
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 makes 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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