

Name	Dimension	Ad size GAM	Targeting_GAM	Maximum dimensions (expanded state)	File type	Poids initiaux	Initial file load	In-Unit Video (video plays within an ad)	Image files or Tag
In-App Overlay	300x250	300x250	ad_type=pageOverlay	N/A	Image: PNG, JPG or GIF HTML5	< 80 Ko < 150 Ko	2.2 Mo 30 sec. or less; unlimited with interaction. HTML5 creatives with in-unit video are only accepted through approved third party tag ad server.	See video specs below	Image file or tag
In-Video Banner	Tablet 928x90	728x90	ad_type=ivb	N/A	Image: PNG, JPG or GIF	< 80 Ko	S/O	S/O	Image file or tag
	Mobile banner 320x50	320x50	ad_type=ivb	N/A	Image: PNG, JPG or GIF	< 50 Ko	S/O	S/O	Image file or tag
Video Pause Overlay	Tablet 320x360 640x720 density x 2	320x360		N/A	Image: PNG, JPG or GIF	< 80 Ko < 150 Ko	S/O	S/O	Image file or tag
	Mobile 160x180 320x360 density x 2	160x180		N/A	Image: PNG, JPG or GIF	< 80 Ko	S/O	S/O	Image file or tag
Pre-roll	S/O	640x480v		N/A	S/O	S/O	S/O	See video specs below	Video

Video Encoding Services Ad Specifications				
Name	Length	Aspect Ratio	Video specs	Audio specs
Pre-roll / Mid-roll	<= 15 sec.	16:9 Recommended (= 1280 x 720px)	.mov, .mp4, .m4v	AAC
	<= 30 sec.		H.264	48kHz
+ de 30 sec.	>= 3000 kbps		Loudness target -16 LKFS	
In-Unit Video	Variable		29.97 fps	Pic limite -2 dBFS