

Placement Type	Supported by Ad Server	Ad Size	Max Asset Banner File Size (k)	Ad Formats	Flash Versions Accepted	Tag Types	Looping	Animation Length	Frame Rate	User Initiated Features	Accept 3rd Party Tags?
Standard & Flash	Yes, except expandables and HTML5 are not supported	300x250, 728x90, 160x600, 120x600, 180x150, 300x600, 120x60, 88x31	40KB	JPG, GIF, SWF	All	Iframe; Javascript	3 Loops	:15 seconds	24 fps	Sound on click	Yes
Rich Media (including In-Banner Video)	Yes, except expandables and HTML5 are not supported	728x90, 468x60, 300x250, 160x600, 120x600	Initial: 40KB, Add'l Polite: 2.2MB	n/a	Flash Versions 8 through 10.1	Iframe; Javascript	3 Loops	:15 or :30 seconds	18 fps	Sound on click	Yes - HTML & Javascript accepted
Expandable Rich Media	No	120x600 (360x600), 160x600 (400x600), 300x250 (500x300), 728x90 (728x315) * Expand Left, Right, Up or Down	Initial: 40KB, Add'l Polite: 2.2MB	n/a	Flash Versions 8 through 10.1	Iframe; Javascript	3 Loops	:15 seconds	18 fps	Roll-over or Click to Expand	Yes
Mobile - Standard	Yes, except expandables and HTML5 are not supported	300x250 (600x250), 320x50 (320x416), 300x50 (300x250) *Feature Phone Only: 216x36, 168x28, 120x20	15kb, 30kb, 15kb, 3kb, 2kb, 1kb	Static: gif, jpg, png Animated: gif Rich Media (Beta): HTML5(web), MRAID(app)	No	Standard: Standard Image or JavaScript	3 Loops	:15 seconds	n/a	Audio Initiation on Tap	Yes
Mobile / Tablet - Video	Yes	4:3 aspect ratio (e.g. 400x300, 640x480); 16:9 ratio (e.g. 720x480)	200-400kbps	.mp4 ONLY encoded with H264	No	VAST (with no companions)	no	:15 or :30 seconds	n/a	Auto play	Highly recommended to use the DatXu ad server since Mobile Video is in beta.
Interstitial (full screen)	Yes	320x480 (phone), 480x320 (phone), 1024x768 (tablet), 768x1024 (tablet)	30kb	JPG, GIF, PNG. Note: for maximum distribution - always ask for "Standard gif / jpgs"	No	Standard: Standard Image or JavaScript Rich Media: HTML5 MRAID compliant	3 Loops	:15 seconds	n/a	Interact on tap	Yes
Tablet - Standard	Yes	160x600 (600x600), 300x250 (600x250), 728x90 (728x315), 468x60	30kb	Static: gif, jpg, png Animated: gif Rich Media (Beta): HTML5(web), MRAID(app)	No	Standard: Standard Image or JavaScript Rich Media: HTML5 MRAID compliant	3 Loops	:15 seconds	n/a	Expand and interact on tap	Yes
In-stream Video (Pre-, Mid-, Post-Roll)	Yes, except VPAID is not currently supported	720x250, 640x480, 480x360	File size: Below 25 MB recommended. (VAST version 2.0.1, VPAID versions 1.0 and 2.0)	.flv, .mp4, .webm, .avi, .asf, .dv, .mpg, .mov, .wmv, .3gp, .3gp2, VPAID.swf	n/a	VPAID 1.0 and 2.0, VAST 2.0.1 (XML or URL)	n/a	Min :15*/ Max:30	30 fps	N/A	Yes
Companion Banner	Static image only (unique clickthrough URL not supported)	300x250, 300x60, 728x90	40KB	GIF, JPG, PNG, SWF	n/a	Iframe; Javascript	n/a	N/A	N/A	N/A	Yes
In-banner Non-expanding	Yes	300x250 (n/a expanded Size)	Initial: 40KB, Add'l Polite: 2.2MB	N/A	n/a	Iframe; Javascript	n/a	Min :15*/ Max:30	24 fps	sound-on-click allowed, not allowed to have sound-without-click Audio: User-initiated only	Yes-HTML & Javascript accepted
In-banner Expanding	No	300x250 (600x250), 180x150 (600x150), 160x600 (600x600), 300x600 (600x600), 728x90 (728x315)	Initial: 40KB, Add'l Polite: 2.2MB	N/A	n/a	Javascript	n/a	Min :15*/ Max:30	24 fps	Sound on click Audio: User-initiated only	Yes