

# Ad Specification for Google Ad Exchange

## Display:

### PC Platform

- **LREC**
  - Dimension & File size:
    - PC: 300 (W) x 250 (H) pixels, max 40KB
- **Skyscraper**
  - Dimension & File size:
    - PC: 160 (W) x 600 (H) pixels, max 100KB
- **Half Page**
  - Dimension & File size:
    - PC: 300 (W) x 600 (H) pixels, max 100KB
- **Super Leaderboard**
  - Dimension & File size:
    - PC: 970 (W) x 90 (H) pixels, max 100KB
- **Leaderboard**
  - Dimension & File size:
    - PC: 728 (W) x 90 (H) pixels, max 100KB



- **Pop-up**

- **Dimension & File size:**

- Mobile: 320 (W) x 480 (H) pixels, max 75KB
    - Tablet Portrait - 768 (W) x 1024 (H) pixels, max 250KB
    - Tablet Landscape - 1024 (W) x 768 (H) pixels, max 250KB

**Video:**

**Instream**

	Web / App	Set-Top-Box
<b>Video resolution</b>	16:9 (1280W x 720H pixels) or 4:3 (960W x 720H pixels)	16:9 (1920W x 1080H pixels) or 4:3 (1440W x 1080H pixels)
<b>File format</b>	H.264/ mpeg4 AVC	H.264/ mpeg4 AVC
<b>File size</b>	Max. 10MB	Max. 20MB
<b>Video bitrate</b>	Min. 1404kbps	Min. 4500kbps
<b>Frame rate</b>	25fps	25fps
<b>Audio bitrate</b>	Stereo 44.1Hz and 96kbps	Stereo 48Hz and 192kbps
<b>Audio setting</b>	Normal Peak: 5 (-16dBFS) Full Range: 2-6 (-28~ -12dBFS)	Normal Peak: 5 (-16dBFS) Full Range: 2-6 (-28~ -12dBFS)
<b>Click-through URL</b>	Allowed	NOT Allowed

