

Ad Specification for Google Ad Exchange

Display:

PC Platform

- **LREC**
 - Dimension & File size:
 - PC: 300 (W) x 250 (H) pixels, max 40KB

App Platform

- **Double Banner**
 - Dimension & File size:
 - Mobile: 320 (W) x 100 (H) pixels, max 55KB
 - Tablet Portrait - 768 (W) x 180 (H) pixels, max 85KB
 - Tablet Landscape - 1024 (W) x 180 (H) pixels, max 105KB
- **Triple Banner**
 - Dimension & File size:
 - Mobile: 320 (W) x 150 (H) pixels, max 65KB
 - Tablet Portrait - 768 (W) x 270 (H) pixels, max 105KB
 - Tablet Landscape - 1024 (W) x 270 (H) pixels, max 135KB
- **Mobile LREC**
 - Dimension & File size:

- Mobile: 320 (W) x 250 (H) pixels, max 70KB

* Compatible with 300 (W) x 250 (H) pixels

- **Super Mobile LREC**

- Dimension & File size:

- Mobile: 320 (W) x 375 (H) pixels, max 80KB

- **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
Video resolution	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)
File format	H.264/ mpeg4 AVC	H.264/ mpeg4 AVC
File size	Max. 10MB	Max. 20MB
Video bitrate	Min. 1404kbps	Min. 4500kbps
Frame rate	25fps	25fps
Audio bitrate	Stereo 44.1Hz and 96kbps	Stereo 48Hz and 192kbps

Audio setting	Normal Peak: 5 (-16dBFS) Full Range: 2-6 (-28~ -12dBFS)	Normal Peak: 5 (-16dBFS) Full Range: 2-6 (-28~ -12dBFS)
Click-through URL	Allowed	NOT Allowed

Remark:

- All creative is subject to approval by Google, MYTV SUPER LIMITED will not held responsible for Google's creative approval status.
- For other requirements, please refer to Google ad specification.