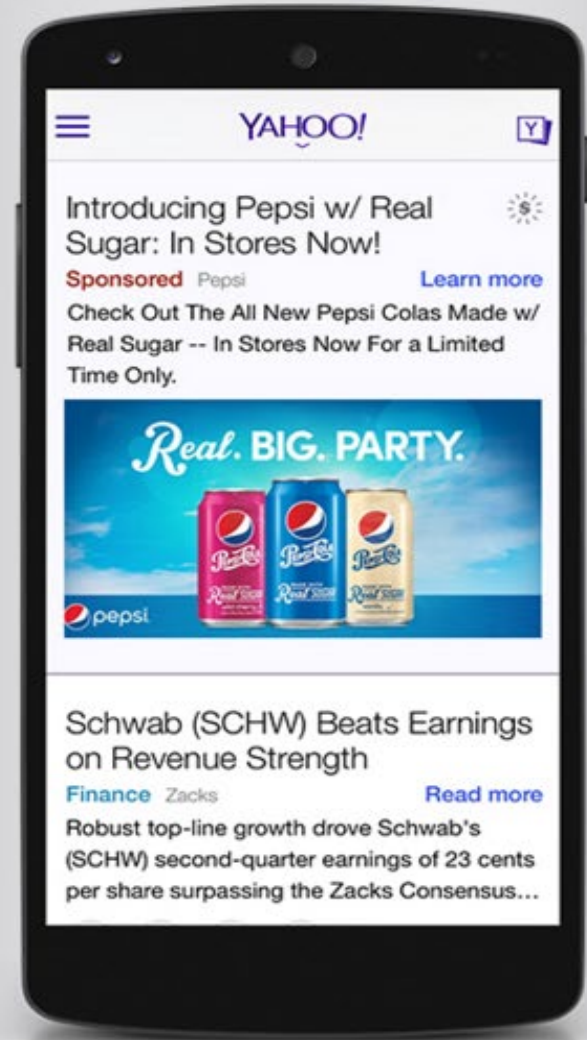




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 Native specs

# Native Demo



## Connect Ads

DEMO LINK :

<http://yahoonativeadgallery.tumblr.com/post/99580150258/pepsi-real-big-party-when-pepsi-wanted-to>

# Campaign type

Campaign Objective	Goal	Pricing Type	Ad Type
Visit my website	Drive people to your website	CPC : Pay every time someone clicks on your ad	Native (images)
Know my brand	Raise brand awareness	CPM : Pay every time someone is shown your ad	Native (images)
		CPV : Pay every time someone views your video	Video
Download my app	Drive users to install your mobile app	CPC : Pay every time someone clicks on your ad	Native (Images)
		CPV : Pay every time someone views your video	Video

# Native Specs

Ad Components	File Type	Dimensions	Max File Size
Ad Title (Headline) - 1	Text	20-50 Characters	
Ad Title (Headline) - 2 (optional)	Text	30 Characters	
Ad Description	Text	20-150 Characters	
Company Name	Text	Max. 35 Characters	
Display URL (e.g. www.yahoo.com)	Text	Max. 35 Characters	
Landing Page URL	Text	Up to 2048 Characters	
Large Image	GIF, JPG or PNG	1200x627 pixels (1.91:1 ratio)	2 MB
Basic Image	GIF, JPG, or PNG	627x627 pixels (1:1 ratio)	2 MB

# Native Specs:

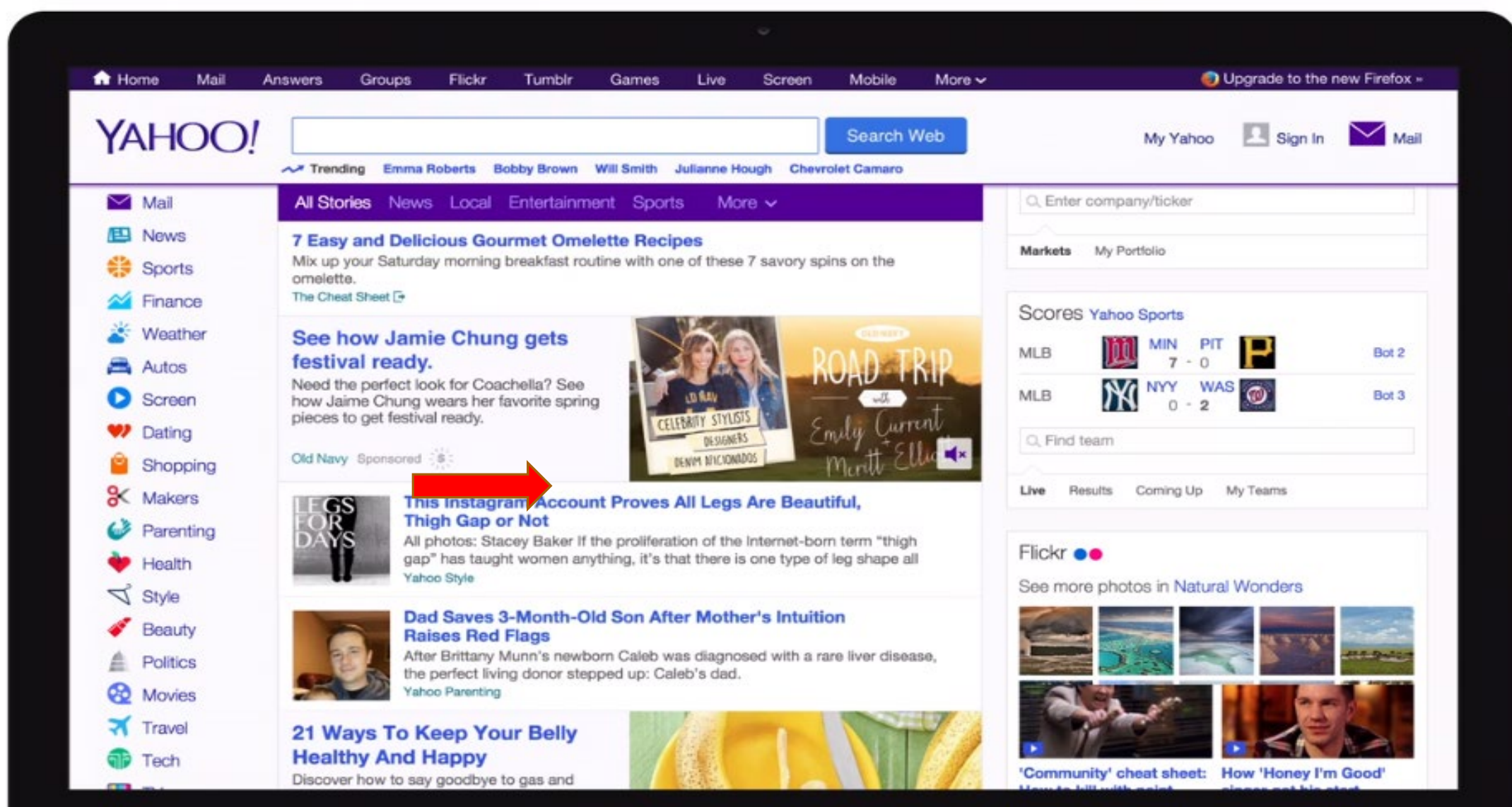
- Image Ads include five text elements:
- Ad Title: 20 - 50 Characters (Titles over 35 Characters may be cropped on some devices)
- Ad Description: 20 - 150 Characters
- Company Name: Maximum 35 Characters
- Display URL: Maximum 35 Characters
- Landing Page: Maximum 1024 Characters
- Large Image: 1200x627 pixels.
- Larger images may be submitted as long as they maintain the 1.91:1 aspect ratio.
- Basic Image: 627x627 pixels
- Ideally, the Basic Image is derived from the Large Image. Advertisers have the option to provide an alternate image.
- 1:1 aspect ratio highly recommended.
- Basic Image will be scaled down to various sizes including 82x82.
- Animation: Static images only, no Animated GIFs.



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 Video specs

# Native Video



DEMO LINK :

Connect Ads

<http://yahoonaiveadgallery.tumblr.com/post/135464923458/covergirl-native-video-ads-this-yahoo-gemini>

# Video Specs

Ad Components	File Type	Dimensions	Max File Size
Video	MP4	Minimum 640x360 (16:9) or 640x480 (4:3)	30 MB for every 30 seconds, Minimum 15 second duration

## Additional Specs:

- Video assets should be high-quality with clear audio and visuals that communicate the key value proposition of the app being advertised. Assets must meet the following technical requirements.
- Format: .mp4 format
- File Size: 30 MB for every 30 seconds
- Aspect Ratio: Minimum 640x480 (4:3) or 640x360 (16:9)
- Duration: Minimum 15 second duration
- Audio: All videos must include audio. Audio will be muted on page load.



# Guidelines:

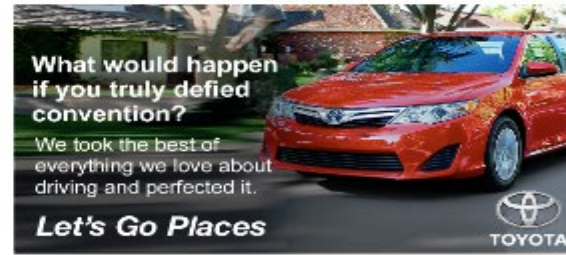
- We highly recommend that no Logos appear in the Image. If a Logo is used, it may not exceed 48x48 pixels (or 2,304 pixels if the logo is an irregular shape).
- Images zoomed in on Logos are not allowed.
- We highly recommend that no Ad Copy or Text appear in the Image. There are other elements in the ad execution (title, description, etc) that provide ample opportunity for ad copy to accompany the image.
- Images may not contain more than 20% text.
- Font size must be between 30 and 45 points.
- Logo/text overlay on the image can be up to 20% of the total image size (though less is recommended). Different applications of this 20% area are represented by the purple shaded boxes in the two acceptable ads above.



Acceptable



Not Acceptable





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Carousel Ad

# What is Carousel ad ?

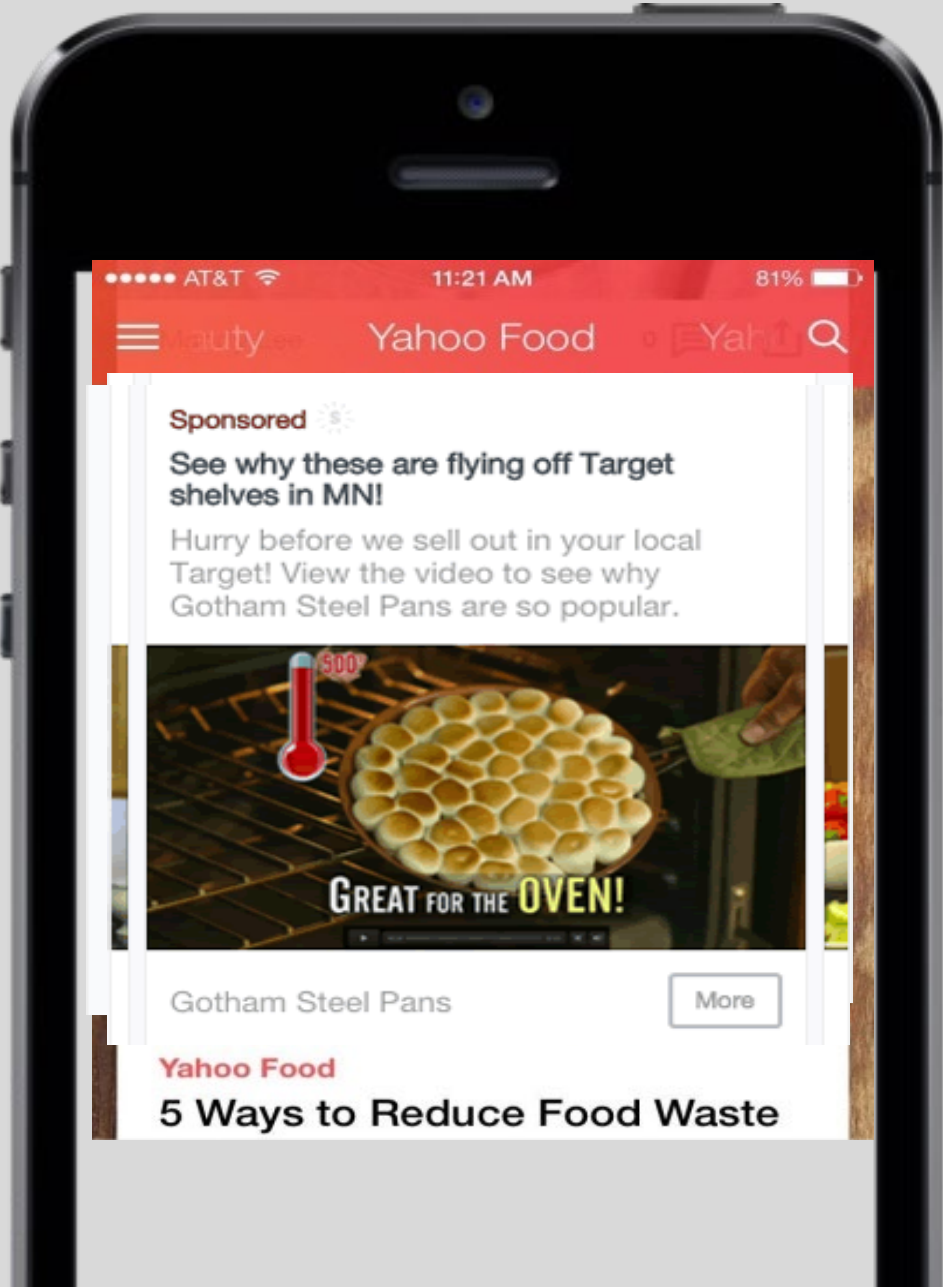
## Carousel Ad

- It's all about storytelling. With multiple images to promote one product.
- An advertiser can highlight features, attributes and benefits in successive panels, delivering an impactful message that drives greater engagement and interest.
- Advertisers should provide a minimum of 3 and a maximum of 5 images.
- It can be applied to all type of campaigns ( Know my brand, Visit my website, Down my app )
- When a user swipes to the end and views all of the five cards five impressions will be recorded. If the same user swipes back to start of the deck the impressions will not double counted. All clicks are counted individually.
- Reporting is of ad unit totals, not individual cards.
- Supported image size is 1200x627px.
- During the pilot we recommend that advertisers set the bids in line with their regular native ad campaigns.

### ➤ **ADDITIONAL SPECS & GUIDE LINES :**


[HTTPS://ADSPECS.YAHOO.COM/ADFORMATS/NATIVE/YAHOONATIVEADSCAROUSEL/](https://adspecs.yahoo.com/adformats/native/yahoonativeadscarousel/)

Carousel Ad Screenshot





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# Carousel Ad Screenshot

**Sponsored** 


## Namshi Fashion Online Shopping




**Sponsored** 

### Namshi Fashion Online Shopping

Shop the Latest Fashion for Men, Women & Kids. Over 500+ Top Fashion Brands. Free Next Day Delivery, Cash on Delivery & Free 14-Day Exchange.




Namshi [Shop Now](#)


**Sponsored** 

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Namshi [Shop Now](#)



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 Tiles Ad

# What is Tiles ad ?

## Tiles Ad

- Tiles are Yahoo's new mobile ad format to tell beautiful, immersive brand stories. In a post-tap environment, users can swipe through ad content including 360 degree images and video, social feeds and product images/videos.
- This format is run across Android and iOS and is thoughtfully designed for optimal speed on Android and iOS devices

Ad Components	File Type	Dimensions	Max File Size
Initial Load File	GIF, JPG, or PNG	800x1254px	100 KB
User-Initiated File Load	GIF, JPG, PNG, and/or MP4	800x1254px	2.2 MB

➤ **ADDITIONAL SPECS & GUIDE LINES :**

<https://uk.adspecs.yahoo.com/adformats/streamads/tiles/>



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# Thank You!

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[connectads.com](https://connectads.com)