

## Asset requirements

Product: Story Ad

**Depending on the channel assignment, you will find the required asset deliveries and its corresponding technical setups for mobile and desktop in the following specifications.**

## Template

The logo and the content images as well as videos must be delivered by the client as png or jpg format and as VAST-Tag / MP4 format respectively.

### **CI/ CD-Assets:**

- Link to the campaign page
- CI/ CD-Assets including an online-styleguide
- Fonts and font sizes

### **Campaign Assets:**

The following ways of data deliveries are generally technically possible:

- Data feed (csv, xls)
- API-Interface

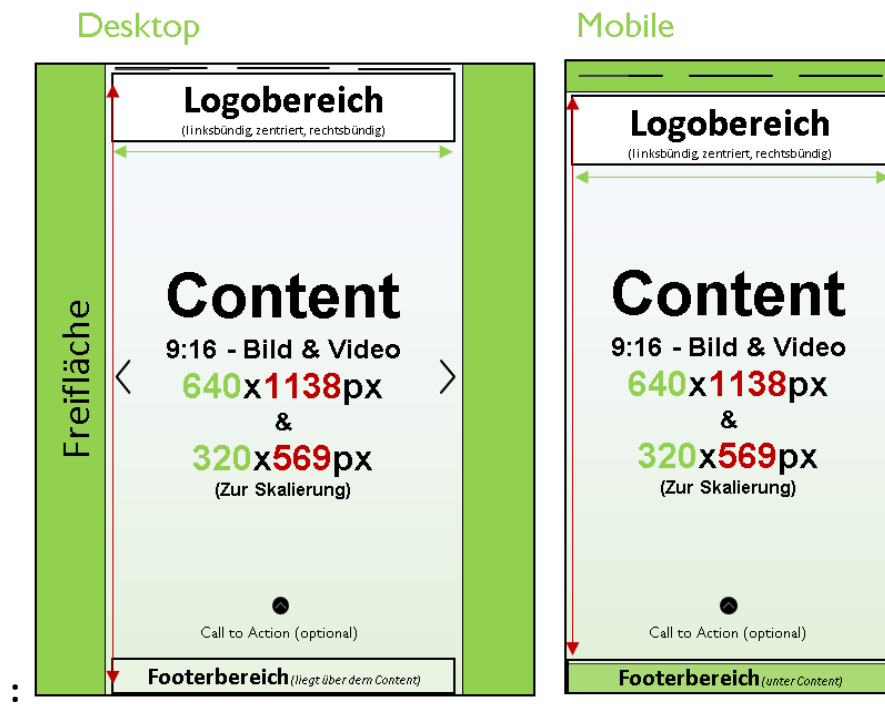
### **Retailer Details:**

To include all the required dealer information, we need the following data in the form of an xls- /csv table:

- ID, name of the retailer
- Street, coordinates, city, country
- Optional: Deeplink to the landingpage, opening hours, phone number, mail address etc.

# FACTOR ELEVEN

## Asset-requirements



### Desktop Image-requirements:

- **Logo:** Must be delivered as .svg or .png file incl. a transparent background  
Max. height: 130px
- **Content:** Images must be delivered as .jpg, .jpeg or .png file  
Format: 640x1138px (additionally 320x569px)

### Mobile Image-requirements:

- **Logo:** Must be delivered as .svg or .png file incl. a transparent background  
Max. height: 65px
- **Content:** Images must be delivered as .jpg, .jpeg or .png file  
Format: 320x569px

## Desktop and Mobile Video-requirements 9:16:

In general, a video must have an aspect ratio of 9:16 and be at least 3 seconds long. The maximum video length is generally not limited.

### 1. Video-Redirect

If it is possible to generate a VAST 3 or 4 tag via the customer's own Ad server, the video can be hosted directly by the customer. The provided redirect to the video advertising material in the customer's own AD server must be callable via "**https**". The general specifications apply to the video, see "Video delivery". The following table can be used for the correct conversion:

<b>Format</b>	MP4	<b>Codec</b>	H.264
<b>Seitenverhältnis</b>	9:16		
<b>Min. Videolänge</b>	3	<b>Max. Videolänge</b>	-
<b>Download Verfahren</b>	Progressive – The „moov atom“ Index must be located at the beginning of the MP4 file (Web-optimized)		
<b>3rd-Party</b>	Based on VAST 3.0 bzw. VAST 4.0 TAG (Digital Video AD Serving Template) via Doubleclick, Adform, Mediamind, Flashtalking, Adition etc. VAST guideline according to IAB: <a href="https://www.iab.com">https://www.iab.com</a>		
<b>Media Files</b>	For smooth playout, our marketer partners need redirects for ALL four media files.		
	<b>Auflösung</b>	<b>Max. Bitrate Video</b>	<b>Max. Bitrate Audio</b>
	640x1138px	600 kb/s	128 kb/s
	320x569px	600 kb/s	128 kb/s
<b>Audio</b>	Container MPEG Version 1 Layer 3 (MP3) oder AAC (LC) <b>Audio Settings:</b> Stereo <b>Sampling Rate:</b> 44,1 kHz <b>Bitrate Modus:</b> constant <b>Lautheitsnorm:</b> EBU R 128 ( <a href="https://de.wikipedia.org/wiki/EBU-Empfehlung_R_128">https://de.wikipedia.org/wiki/EBU-Empfehlung_R_128</a> )		
<b>VPAID</b>	VPAID can not be included!		

### 2. Video-File

The video file must have a minimum length of 3 seconds, the maximum video length is basically not limited. The delivery takes place as .mp4. The minimum resolution is 640x1138px (9:16). The extended specifications to a video are listed in the table below.

<b>Format</b>	MP4	<b>Codec</b>	H.264
<b>Min. Auflösung</b>	640x1138px	<b>Framerate</b>	25 fps
<b>Seitenverhältnis</b>	9:16	<b>Farbintensität</b>	32 Bit
<b>Max. Dateigröße</b>	100 MB	<b>Max. Videolänge</b>	-
<b>Audio</b>	Volume norm: EBU R 128 ( <a href="https://de.wikipedia.org/wiki/EBU-Empfehlung_R_128">https://de.wikipedia.org/wiki/EBU-Empfehlung_R_128</a> ) Audio track must be included in the video.		
<b>Bestandteile der Datenanlieferung</b>	Video, Tracking Pixel (keine JS-Pixel) und Clickcounter (Click-Through-Tracking-Pixel)		
<b>Hinweis</b>	If the file is heavier than 10 MB please provide a download link.		

## Creation & Production Information

The ad is produced by Factor Eleven.

The client must deliver a logo, the video (if needed) and images in the right format.

Factor Eleven creates the ad by assembling every component with a background color (or the automatic Ambilight effect) and a timeline.

A maximum of 15 stories can be included:

- Videos have the maximum running length of the video, but can be shortened
- One story consisting of an image has a maximum running time of 60 seconds.

An automatic Ambilight effect (transparent background) or a fixed background color (RGB value) is used in the background. With optional graphics in the content area, the background or Ambilight effect is also optionally placed behind the complete advertising material. It is not possible to use a graphic in the background.

Within the content area, several additional elements can be included in each story:

- Call to Action (incl. an independent linkout)
- Animated layer text, for additional product information

The footer can be extended by including none to all of the following elements:

- Social-Icons
- Links
- Modals to enable the implementation of legal texts

## Google Heavy Ads Restriction

Some of the newer Chrome versions already have an adblocker from Google. This was introduced as part of the Google Heavy Ads intervention ([Google Heavy Ads Intervention](#)). The rollout of this blocker is not yet complete, but will be finished soon according to the release notes.

According to this, ads will be blocked if they violate the following guidelines:

1. If they take up more than 4MB of bandwidth.
2. If they use the CPU for more than 60 seconds.
3. If they use the CPU for more than 15 seconds within 30 seconds.

The limit under point 1 is removed if the user interacts with the ad before 4MB of bandwidth has been loaded.

With the Story Ad, there is a very low risk that the 4MB will be reached. If it does, the ad will stop in time and a call-to-action appears asking the user to click if they want to continue watching the story.