



Assets and Specifications Guide



Our Experience Suite.

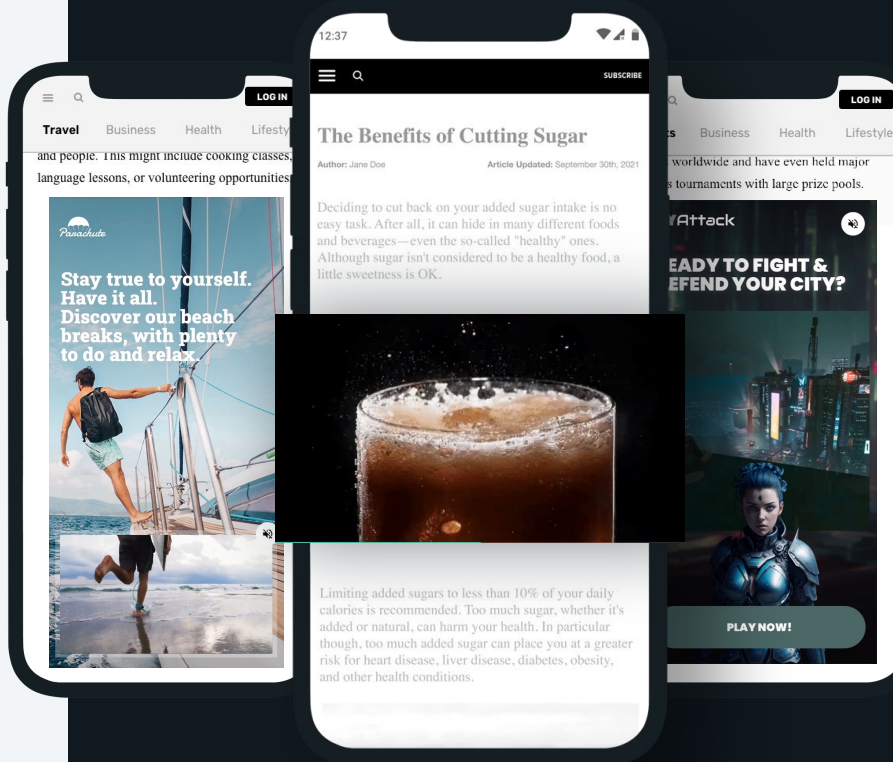
Onyx allows you to leverage **Pre-Roll Video**, or **High-Impact Display** formats in a high-attention environment.

53%+ HIGHER ATTENTION

Than open web display benchmarks*

19%+ HIGHER ATTENTION

Than open web video benchmarks*



Contextual Pre-Roll Video.

Use context-powered Pre-Roll to introduce your brand within relevant, high attention editorial content.

Eat This, Not That!



Home / Restaurants / The "Surprise Me" Order at Starbucks Is the Trend That's Dividing the Internet

RESTAURANTS

The "Surprise Me" Order at Starbucks Is the Trend That's Dividing the Internet

A recent viral TikTok demonstrated that not all baristas are on board.



By Zoe Strozewski / Published on February 27, 2023 | 10:26 AM

FACT CHECKED BY



MURA DOMINKO



MORE IN WEIGHT LOSS



5 Foods Everyone in Their 40s Should Eat for Faster Weight Loss



The Surprising Ways Drinking Coffee Can Help You Lose Weight



Avoid These Foods if You Want to Lose Visceral Fat



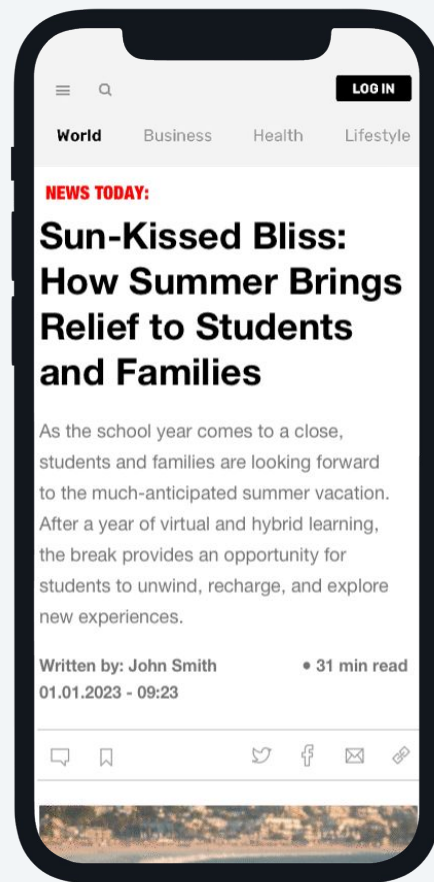
The Best High-

Pre-Roll Video (Standard):

Use context-powered Pre-Roll to introduce your brand within relevant, high attention editorial content. PMP or Managed.

Desktop & Mobile

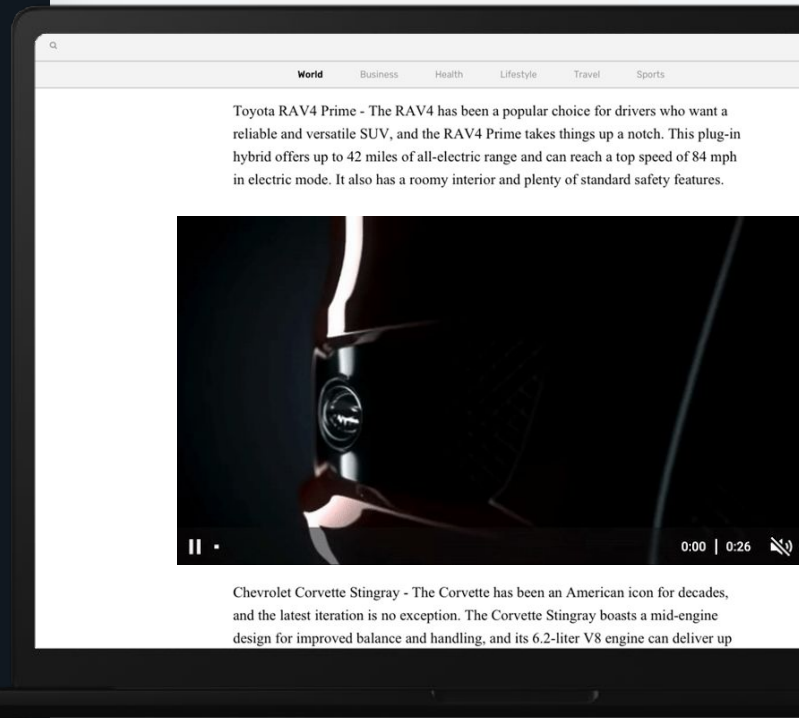
- VAST 2.0, 3.0, 4.x, VPAID 2.0
- File types: .avi, .mov, .mp4, .m4v, .mpeg, .mpg, .webm, .wmv
- Video Size: Up to 100 MB
- Duration: Up to 60 seconds
- Aspect Ratio: Landscape/horizontal: 16:9 or 4:3
- Click Through URL: Mandatory
- Impression Tracker: Optional
- Trackings must be HTTPS (able to serve via SSL)
- Image files: JPG, PNG (for branded players)
- Font files if required



Interactive Pre-Roll Video:

Pre-roll video video with interactive sidebar that opens individual overlay cards based on user interaction/decision. Managed only.

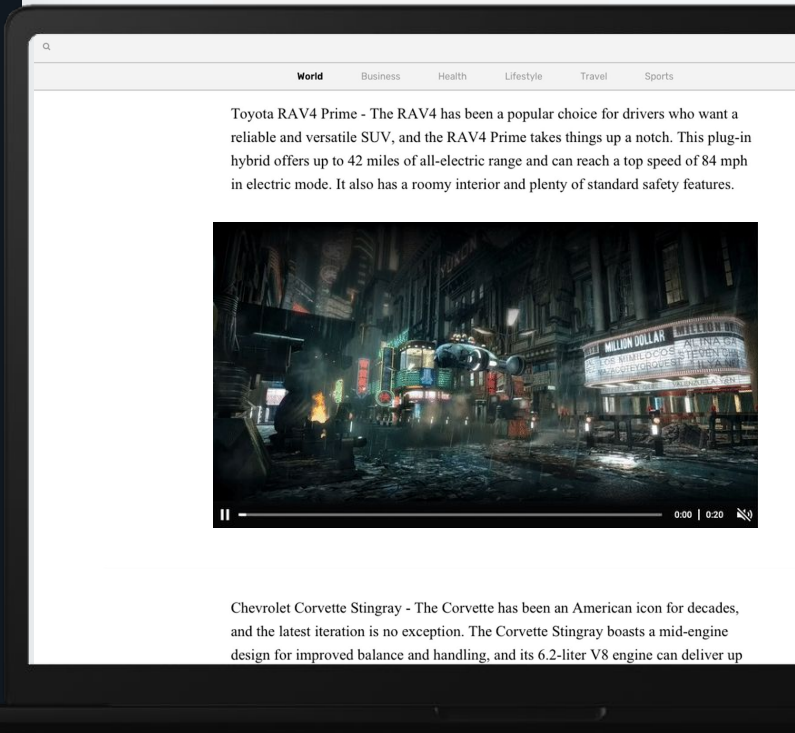
	TEXT	IMAGES	VIDEO	URL
Video	NA	NA	Video ratio: 16:9 Recommended size: 1920 x 1080 Video: MP4 Video weight: max 5 MB	Optional Unique URL.
BRAND CARD	NA	Brand Logo: 400 x 300 (4:3)	NA	Optional: Unique URL
Interactive Elements	Optional: 1 - 4 Titles: Max 30 characters 1 - 4 Descriptions: Max 90 characters 1 - 4 CTAs: Max 20 characters *Font selection available.	1 - 4 Images: Image ratio: 1:1 Recommended size: 1200 x 1200 Image format: JPG, PNG Image weight: max 1 MB		Optional: Max 4 unique URLs



Branded Pre-Roll Video:

Pre-roll video video blended with up-front branding impact from first impression. Managed only.

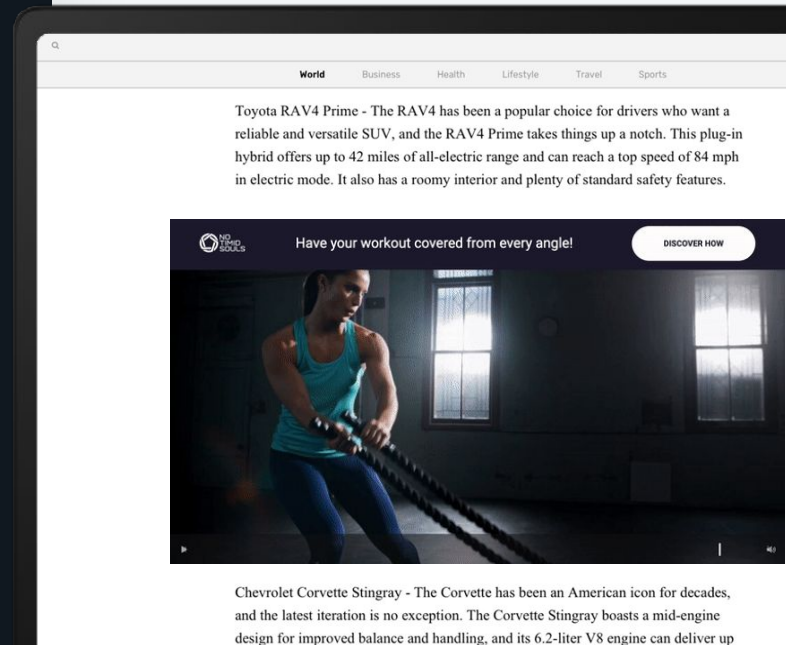
	TEXT	IMAGES	VIDEO	URL
VIDEO FRAME	<p>Title: Max 70 characters</p> <p>CTA Button: Max 20 characters</p> <p>*Font and colour selection available</p>	<p>Brand Logo: 400 x 300 (4:3)</p> <p>Overlay image: Recommended size: 500 x 1000 (2:1) <i>Must be transparent PNG</i></p> <p>Background image (Optional) 1920 x 1080 (16:9)</p> <p>File Types: .jpg, .png</p>	NA	Optional: Unique URL
VIDEO	NA	NA	<p>Video ratio: 16:9</p> <p>Recommended size: 1920 x 1080</p> <p>Video: MP4</p> <p>Video weight: max 5 MB</p>	Optional Unique URL.



Shoppable Header Video:

A video with an interactive header, which expands to overlay on hover, showing additional shoppable content for the user.

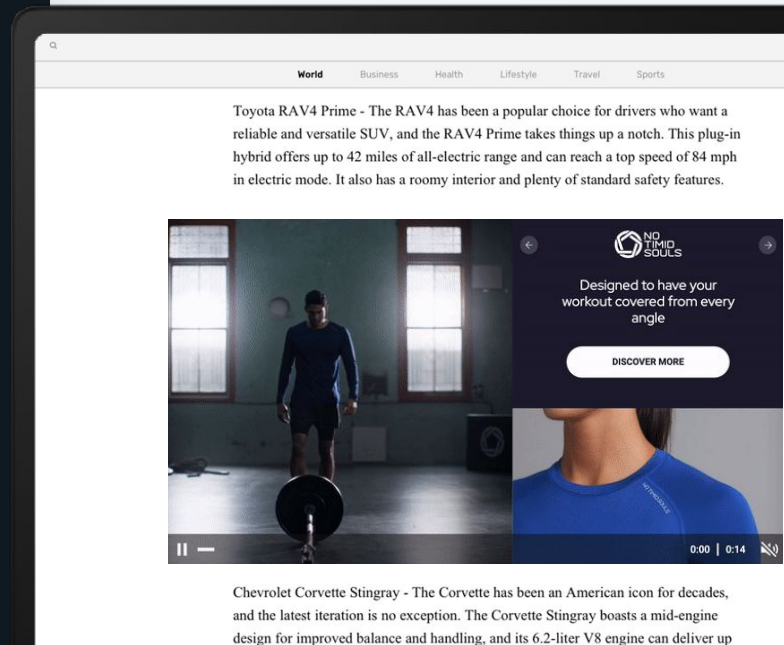
	TEXT	IMAGES	VIDEO	URL
Video	NA	NA	Video ratio: 16:9 Recommended size: 1920 x 1080 Video: MP4 Video weight: max 45 MB	Optional Unique URL.
HEADER	Title: Max 30 characters CTA: Max 20 characters Background color: (HEX, RGBA)	Brand Logo: 400 x 300 (4:3)	NA	Opens Overlay
Interactive Elements	Optional: 1 - 4 Titles: Max 60 characters 1 - 4 Tags: Max 20 characters 1 - 4 CTAs: Max 20 characters *Font selection available.	1 - 4 Images: Image ratio: 10:9 Recommended size: 1200 x 1080 Image format: JPG, PNG Image weight: max 1 MB	NA	Optional: Max 4 unique URLs



Interactive Sidebar Video:

A video with an interactive autoplayed sidebar, displaying range of panels with title, subtitle, CTA & image.

	TEXT	IMAGES	VIDEO	URL
Video	NA	NA	Video ratio: 1:1 Recommended size: 1080 x 1080 Video: MP4 Video weight: max 45 MB	Optional Unique URL.
Navigation header	NA	Brand Logo: 400 x 300 (4:3)	NA	Optional: Unique URL
Interactive Elements	Optional: 1 - 10 Titles: Max 60 characters 1 - 10 CTAs: Max 20 characters Background color: (HEX, RGBA) *Font selection available.	1 - 10 Images: Image ratio: 7:4 Recommended size: 1200 x 685 Image format: JPG, PNG Image weight: max 1 MB		Optional: Max 10 unique URLs



Chevrolet Corvette Stingray - The Corvette has been an American icon for decades, and the latest iteration is no exception. The Corvette Stingray boasts a mid-engine design for improved balance and handling, and its 6.2-liter V8 engine can deliver up

High Impact Display Specs (Standard):

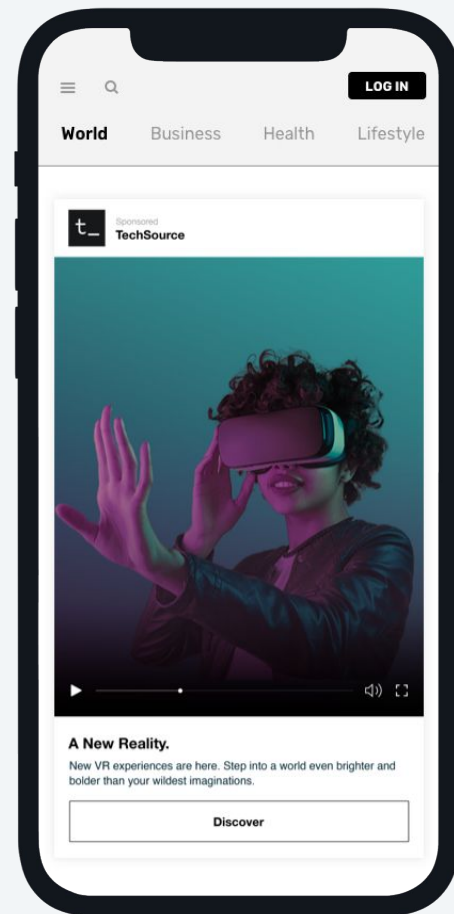
Rich, vertical high-impact display experiences that spark deeper interaction and engagement. PMP or Managed.

When Providing Assets to Outbrain to Create Your Format

- **Format Size:** Can support 300x600, 336x280, 300x250
- **Image Format:** JPG, PNG, MP4
- **Image Weight:** Max 2.5 MB
- **Main Image / Video Ratio:** 1:1.3 (1200x1560), 1:1 (1200x1200)
- **Additional assets:** Brand logo ratio: 1x1 (250x250 size recommended), Brand name: 25 characters, Title: 30 characters, Description: 90 characters, CTA: 15 characters

When Uploading Your Existing Assets in Your DSP

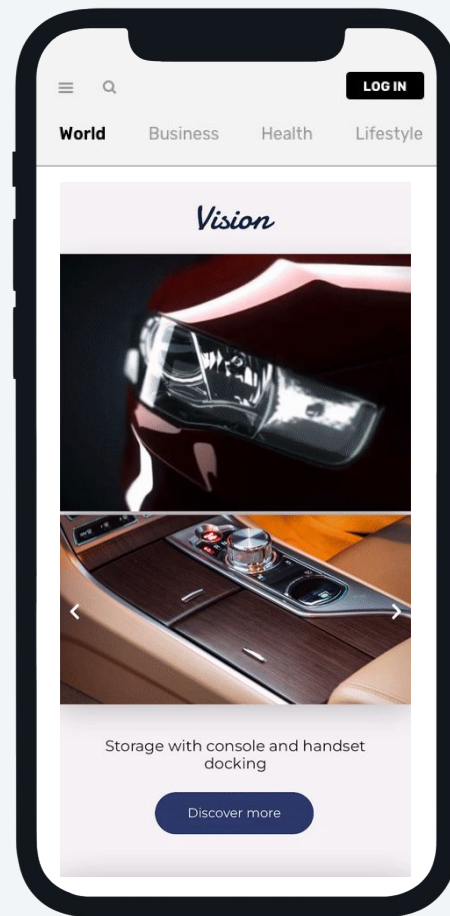
- **Format Size:** Can support 300x600, 336x280, 300x250
- **Image Format:** JPG, PNG, MP4
- **Image Weight:** Max 2.5 MB
- **Supporting HTML5 display banners**



Hybrid High-Impact Display.

A reactive High Impact Display format with a blend of rich creatives and messaging, designed to deliver attention. PMP or Managed.

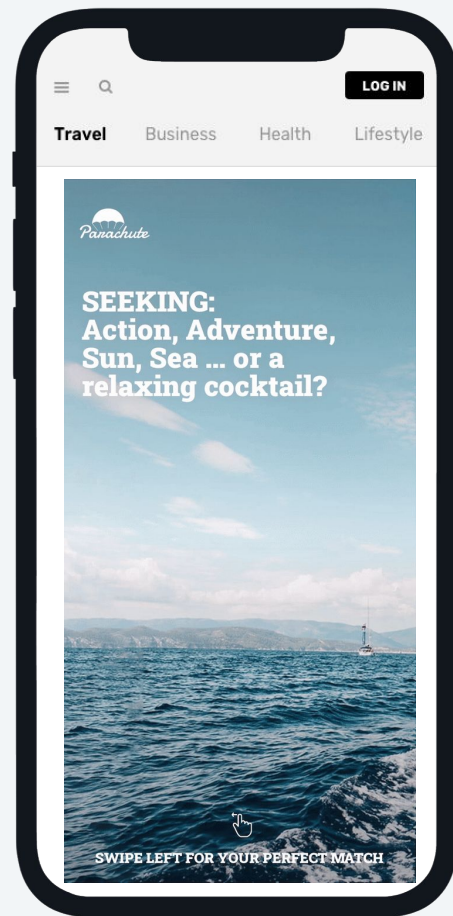
300 x 600 template size Mobile only	TEXT	IMAGES	VIDEO	URL
BRAND CARD	Optional Title: Max 70 characters - CTA Button: Max 20 characters *Font and background colour selection available	Brand Logo: 400 x 300 (4:3)	NA	Optional: Unique URL
HERO CARD	NA	Image ratio: 3:2 Recommended size: 1200 x 800 Image format: JPG, PNG Image weight: max 2.5 MB (When title is used) Image ratio: 16:9 Recomm. size: 1920 x 1080	Video ratio: 3:2 Recomm. size: 1200 x 800 Video: GIF, MP4 Video weight: max 2.5 MB (When title is used) Video ratio: 16:9 Recomm. size: 1920 x 1080	Optional Unique URL.
GALLERY CARD	Optional: 2 - 5 Titles: Max 70 characters *Font selection available.	2 -5 Images: Image ratio: 2:1 Recommended size: 1200 x 600 Image format: JPG, PNG Image weight: max 1 MB	-	Optional: Max 5 unique URLs



Swipe High-Impact Display.

Built-in responsive animation; moving the image from side to side, indicating user should swipe for more. Upon swipe, second card can include optional embedded video and a CTA button. PMP or Managed.

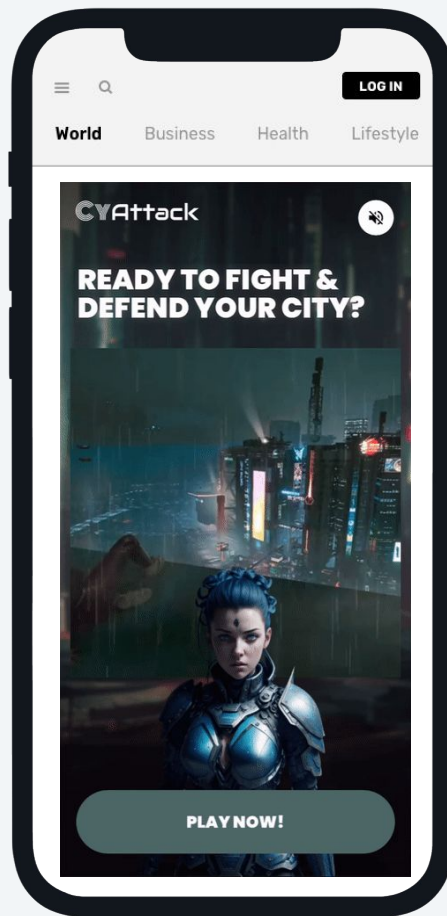
300x600 template size Mobile only	TEXT	IMAGES	VIDEO	URL
DISPLAY CARD 1	<p>Title: Max 70 characters</p> <p>CTA Button: Max 20 characters</p> <p>*Font selection available</p>	<p>Brand Logo: 400 x 300 (4:3)</p> <p>One image: 1000 x 1000 (square 1:1)</p> <p>File Types: JPG, PNG</p> <p>Image weight: max 1 MB</p>	NA	Optional: Unique URL
DISPLAY CARD	<p>Title: Max 70 characters</p> <p>CTA Button: Max 20 characters</p> <p>*Font selection available</p>	As above	<p>Video ratio: 16:9 Recommended size: 1920 x 1080 Video: GIF, MP4 Video weight: max 2.5 MB</p>	Optional: Unique URL



Showcase High-Impact Display.

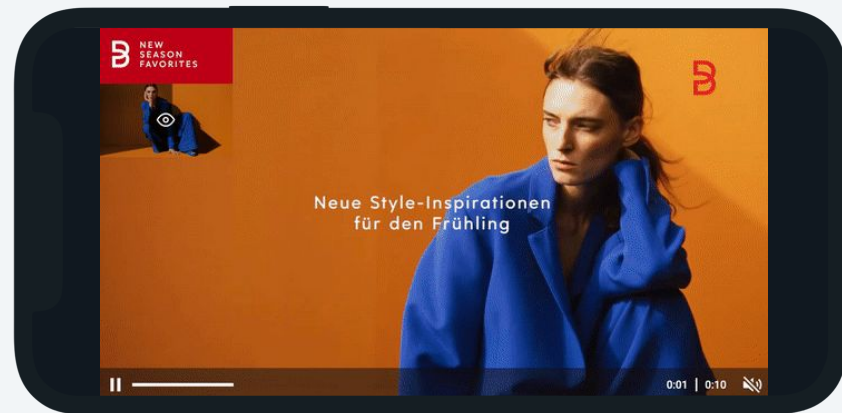
Responsive autoplay video starts on scroll and pauses out of view. With background and overlay images, titles and CTAs to deliver key messages. PMP or Managed.

300x600 template size Mobile only	TEXT	IMAGES	VIDEO	URL
DISPLAY CARD	<p>Title: Max 70 characters</p> <p>CTA Button: Max 25 characters</p> <p>*Font selection available</p>	<p>Brand Logo: 400 x 300 (4:3)</p> <p>Background image: 500 x 1000 (1:2)</p> <p>Overlay image: 500 x 1000 (1:2) <i>Must be transparent PNG</i></p> <p>File Types: JPG, PNG</p> <p>Image weight: max 1 MB</p>	<p>Video ratio: 1:1 Recommended size: 1200 x 1200 Video: GIF, MP4 Video weight: max 2.5 MB</p>	Optional: Unique URL



Custom Experiences with Onyx Brand Studio.

Reach out to your representative to learn about the requirements to engage our Brand Studio team to create custom versions of our formats, tailored to your campaign objectives.





Custom Experiences

Recommended Assets

TEXT	IMAGES	VIDEO	URL
<p>Copy (Text - Titles and CTAs)</p> <p>Brand Style Guide Font files if required</p>	<p>High Res Images (Photoshop and .jpeg files preferred)</p> <p>Logos Either vector formats such as .ai .eps and .svg, or high resolution .jpeg / .png files are preferred.</p>	<p>File types: .avi, .mov, .mp4, .m4v, .mpeg, .mpg, webm, .wmv</p> <p>Size: Up to 100 MB</p> <p>Duration: Up to 60 seconds</p> <p>Aspect Ratio: Landscape/horizontal: 16:9 or 4:3 or vertical video 9:16</p>	<p>Click Through URLs</p> <p>Impression Trackers Optional</p>

Thank You.



3. **Shine Gel:** Bold brows are in, and this gel will help you achieve them. It contains fibers that adhere to your brow hairs, creating a fuller and more defined look.

4. **Liquid Eyeliner:** A classic product that never goes out of style. This liquid eyeliner touches up throughout the day.

Recommended by The Editors
GET THAT FRESH FEELING
Discover the best products

[Shop Now](#)

5. **Setting Spray:** Keep your makeup in place all day with a setting spray. This one contains a blend of oils and antioxidants to moisturize your skin while keeping your

World Business Health Lifestyle



The automotive industry has responded to this shift by investing heavily in EV technology. Major car manufacturers such as Tesla, Ford, and Volkswagen have already made significant strides in EV development, with plans to introduce more models to their lineup in the coming years. Other manufacturers, including General Motors and Nissan, have announced plans to phase out internal combustion engines and shift to all-electric vehicles.



This shift to electric vehicles is not just driven by environmental concerns, but also by economic factors. The cost of EVs has been declining