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*

*As measured by Adelaide across Onyx MVP campaigns.
Contextual Pre-Roll Video.

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

<table>
<thead>
<tr>
<th></th>
<th>TEXT</th>
<th>IMAGES</th>
<th>VIDEO</th>
<th>URL</th>
</tr>
</thead>
</table>
| 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. | Optional: Max 4 unique URLs |

Toyota RAV4 Prime - The RAV4 has been a popular choice for drivers who want a reliable and versatile SUV, and the RAV4 Prime takes things up a notch. This plug-in hybrid offers up to 42 miles of all-electric range and can reach a top speed of 84 mph in electric mode. It also has a roomy interior and plenty of standard safety features.

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
Branded Pre-Roll Video:

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

<table>
<thead>
<tr>
<th>VIDEO FRAME</th>
<th>TEXT</th>
<th>IMAGES</th>
<th>VIDEO</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title: Max 70 characters</td>
<td>Brand Logo: 400 x 300 (4:3)</td>
<td>NA</td>
<td>Optional: Unique URL</td>
<td></td>
</tr>
<tr>
<td>CTA Button: Max 20 characters</td>
<td>Overlay image: Recommended size: 500 x 1000 (2:1) Must be transparent PNG</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Font and colour selection available</td>
<td>Background image (Optional) 1920 x 1080 (16:9)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>File Types: .jpg, .png</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VIDEO</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Video ratio: 16:9</td>
<td>Video: MP4</td>
<td>Video weight: max 5 MB</td>
<td>Optional Unique URL.</td>
<td></td>
</tr>
</tbody>
</table>
# Shoppable Header Video:

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

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

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

<table>
<thead>
<tr>
<th>Element</th>
<th>Text</th>
<th>Images</th>
<th>Video</th>
<th>URL</th>
</tr>
</thead>
</table>
| 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 |
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.

<table>
<thead>
<tr>
<th>300 x 600 template size</th>
<th>TEXT</th>
<th>IMAGES</th>
<th>VIDEO</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile only</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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

**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.

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

*Font selection available*
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.

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

DISPLAY CARD

- Title: Max 70 characters
- CTA Button: Max 25 characters
- *Font selection available

Brand Logo: 400 x 300 (4:3)
Background image: 500 x 1000 (1:2)
Overlay image: 500 x 1000 (1:2)
Must be transparent PNG
File Types: JPG, PNG
Image weight: max 1 MB

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.
## Brand Studio

### Custom Experiences

**Recommended Assets**

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

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Thank You.