



Assets and Specifications Guide



Our Experience Suite.

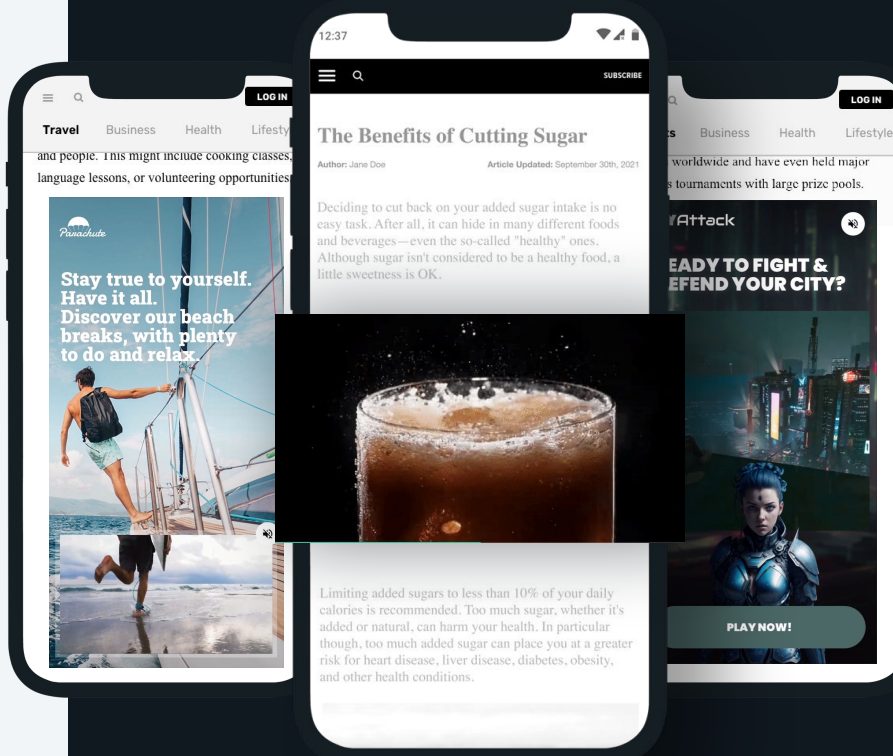
Onyx allows you to leverage **Pre-Roll Video**, or **High-Impact Display** formats in a high-attention environment.

53%+ HIGHER ATTENTION

Than open web display benchmarks*

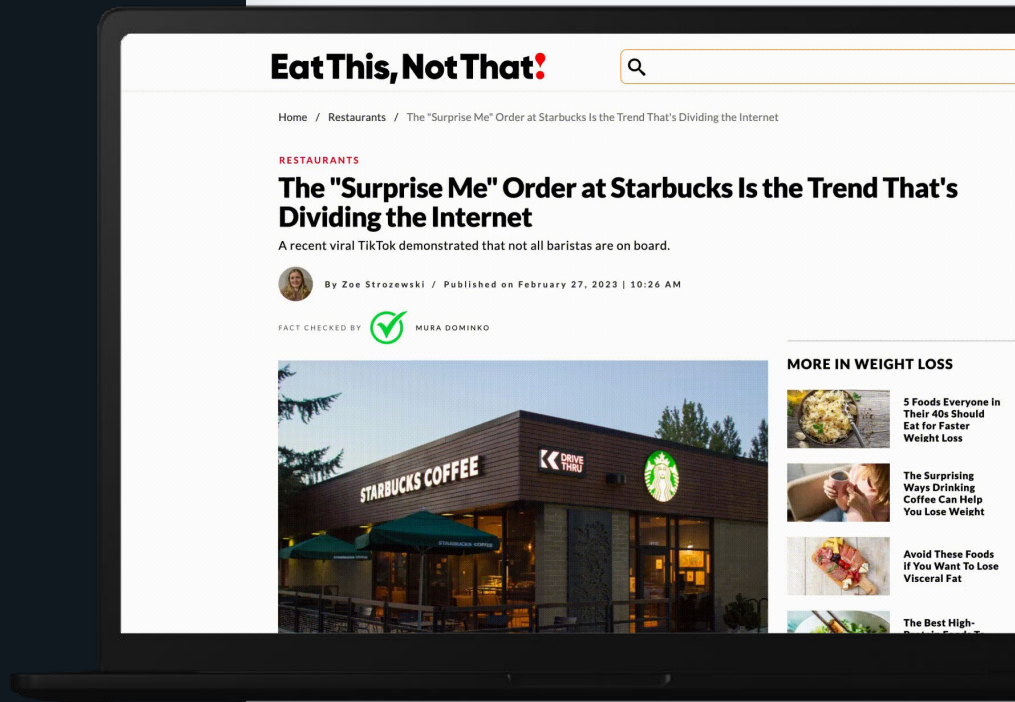
19%+ HIGHER ATTENTION

Than open web video benchmarks*



Contextual Pre-Roll Video.

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

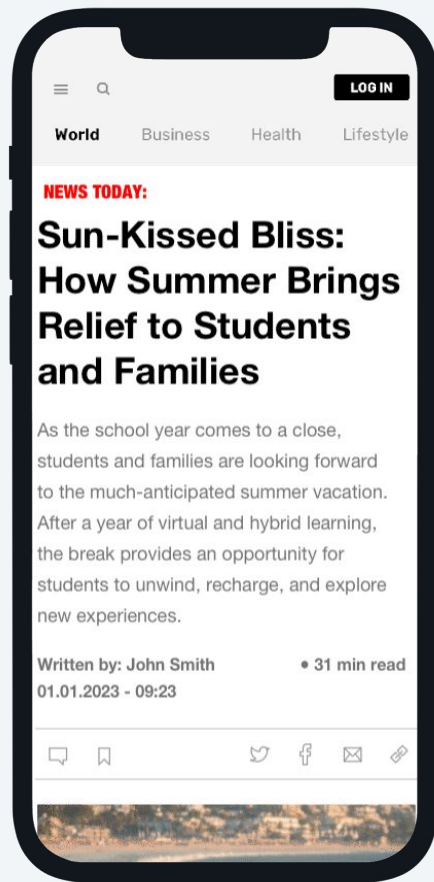


Pre-Roll Video (Standard):

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

Desktop & Mobile

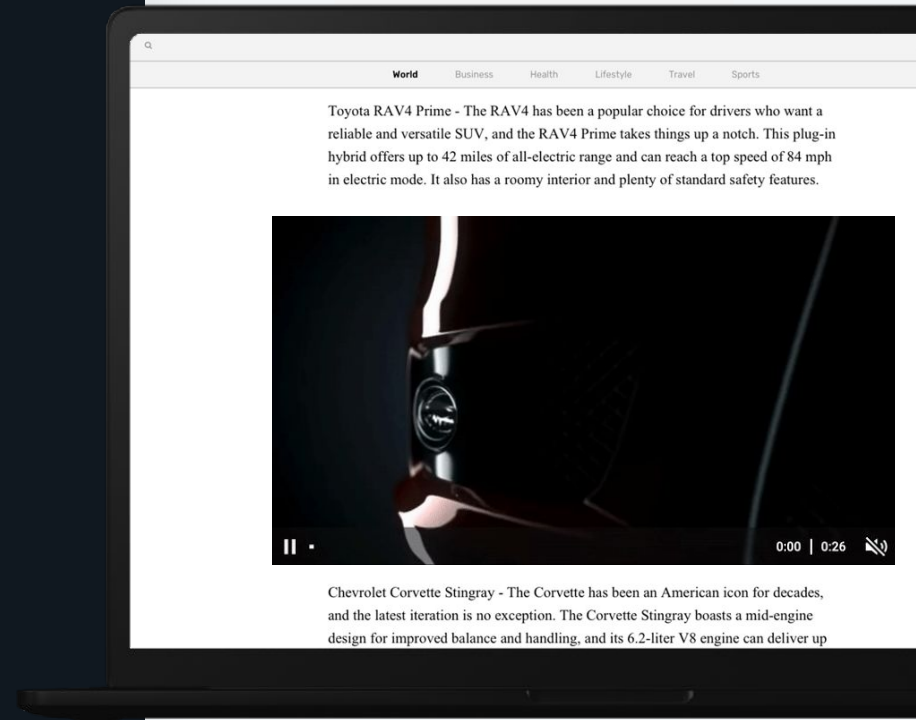
- VAST 2.0, 3.0, 4.x, VPAID 2.0
- File types: .avi, .mov, .mp4, .m4v, .mpeg, .mpg, webm, .wmv
- Video Size: Up to 100 MB
- Duration: Up to 60 seconds
- Aspect Ratio: Landscape/horizontal: 16:9 or 4:3
- Click Through URL: Mandatory
- Impression Tracker: Optional
- Trackings must be HTTPS (able to serve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

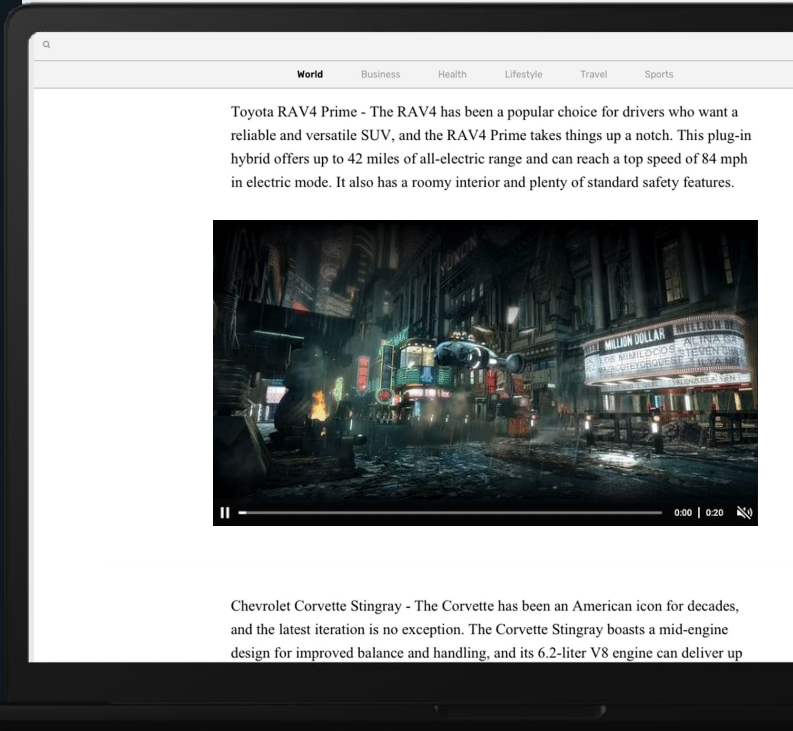
	TEXT	IMAGES	VIDEO	URL
Video	NA	NA	Video ratio: 16:9 Recommended size: 1920 x 1080 Video: MP4 Video weight: max 5 MB	Optional Unique URL.
BRAND CARD	NA	Brand Logo: 400 x 300 (4:3)	NA	Optional: Unique URL
Interactive Elements	Optional: 1 - 4 Titles: Max 30 characters 1 - 4 Descriptions: Max 90 characters 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.

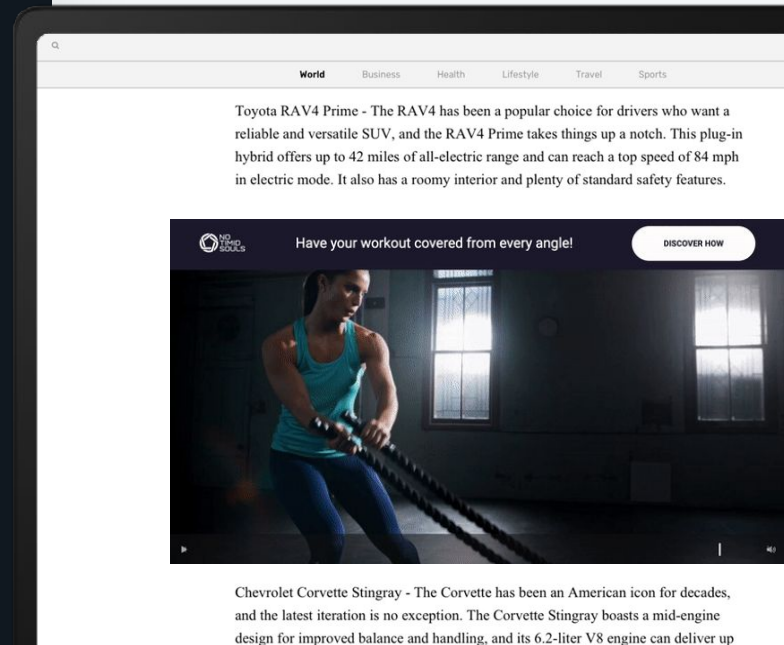


Chevrolet Corvette Stingray - The Corvette has been an American icon for decades, and the latest iteration is no exception. The Corvette Stingray boasts a mid-engine design for improved balance and handling, and its 6.2-liter V8 engine can deliver up

Shoppable Header Video:

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

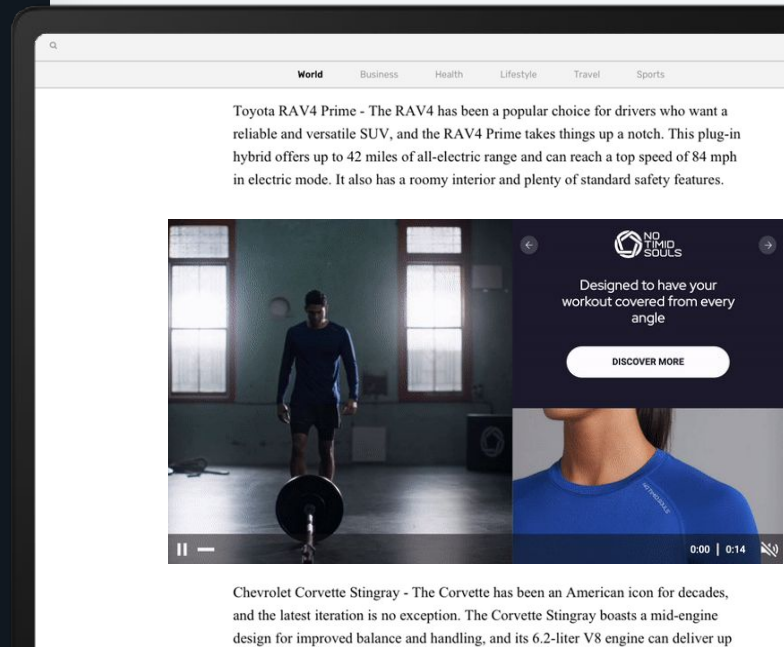
	TEXT	IMAGES	VIDEO	URL
Video	NA	NA	Video ratio: 16:9 Recommended size: 1920 x 1080 Video: MP4 Video weight: max 45 MB	Optional Unique URL.
HEADER	Title: Max 30 characters CTA: Max 20 characters Background color: (HEX, RGBA)	Brand Logo: 400 x 300 (4:3)	NA	Opens Overlay
Interactive Elements	Optional: 1 - 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



High Impact Display Specs (Standard):

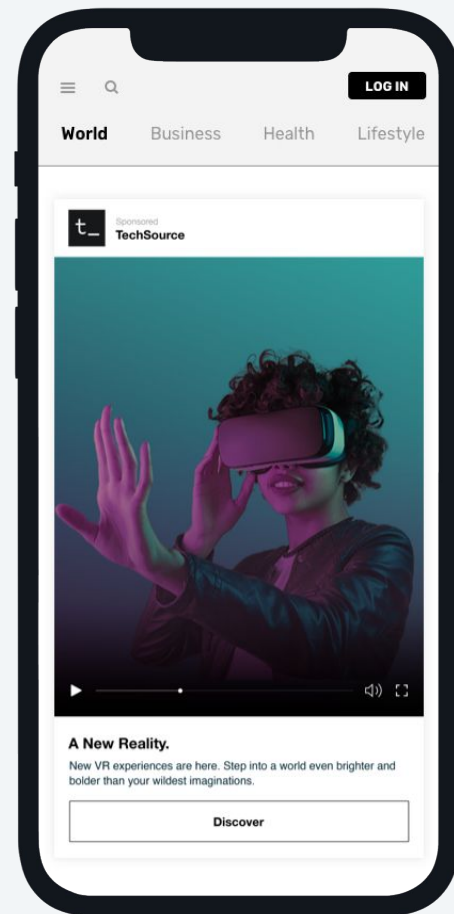
Rich, vertical high-impact display experiences that spark deeper interaction and engagement. PMP or Managed.

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

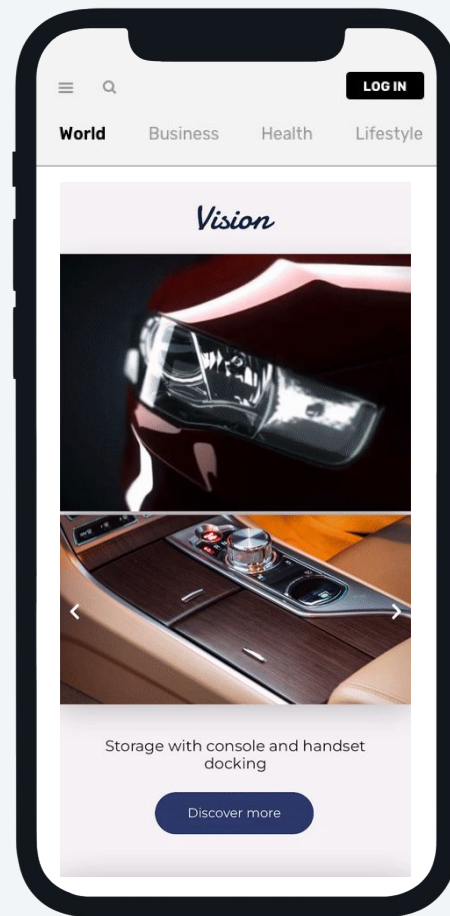
- **Format Size:** Can support 300x600, 336x280, 300x250
- **Image Format:** JPG, PNG, MP4
- **Image Weight:** Max 2.5 MB
- **Supporting HTML5 display banners**



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.

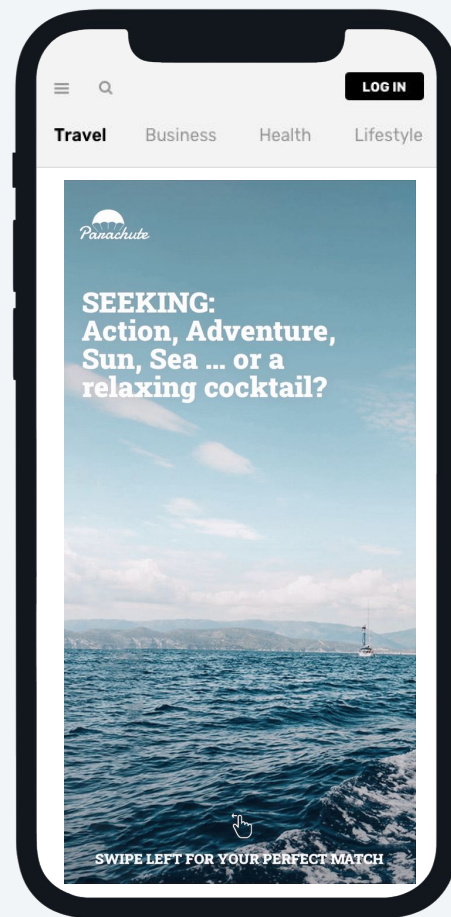
300 x 600 template size Mobile only	TEXT	IMAGES	VIDEO	URL
BRAND CARD	Optional Title: Max 70 characters - CTA Button: Max 20 characters *Font and background colour selection available	Brand Logo: 400 x 300 (4:3)	NA	Optional: Unique URL
HERO CARD	NA	Image ratio: 3:2 Recommended size: 1200 x 800 Image format: 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.

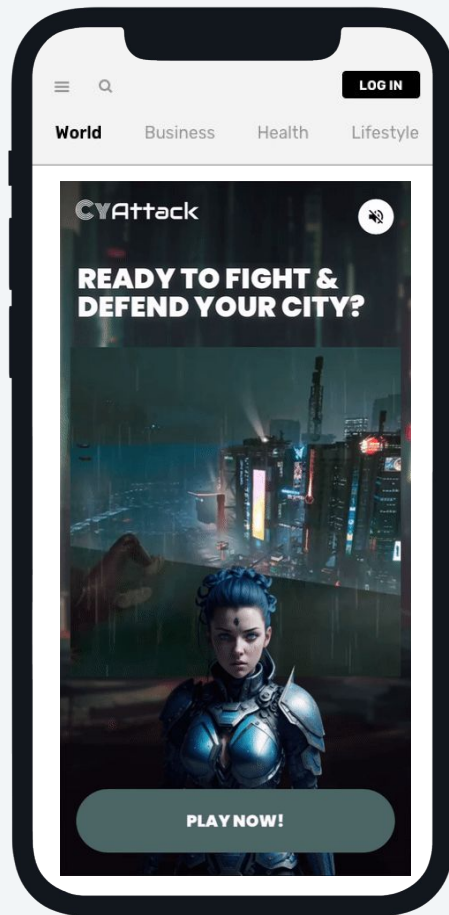
300x600 template size Mobile only	TEXT	IMAGES	VIDEO	URL
DISPLAY CARD 1	<p>Title: Max 70 characters</p> <p>CTA Button: Max 20 characters</p> <p>*Font selection available</p>	<p>Brand Logo: 400 x 300 (4:3)</p> <p>One image: 1000 x 1000 (square 1:1)</p> <p>File Types: JPG, PNG</p> <p>Image weight: max 1 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.

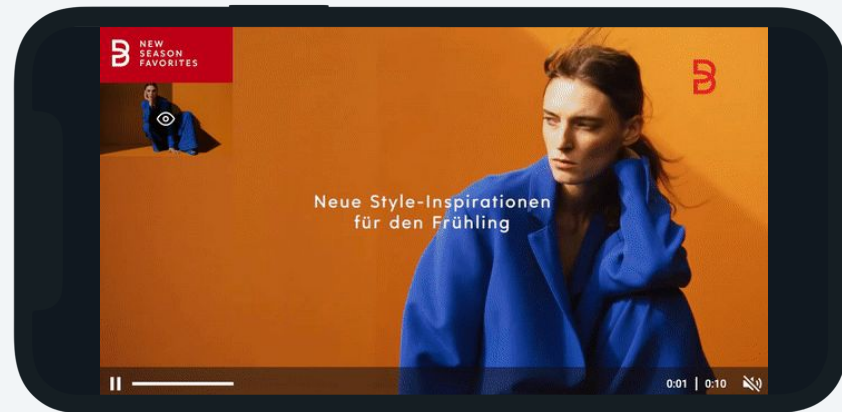
300x600 template size Mobile only	TEXT	IMAGES	VIDEO	URL
DISPLAY CARD	<p>Title: Max 70 characters</p> <p>CTA Button: Max 25 characters</p> <p>*Font selection available</p>	<p>Brand Logo: 400 x 300 (4:3)</p> <p>Background image: 500 x 1000 (1:2)</p> <p>Overlay image: 500 x 1000 (1:2) <i>Must be transparent 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 the 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.





- **High Res Images**
(Photoshop and .jpeg files are preferred)
- **Logos**
Either vector formats such as .ai .eps and .svg, or high resolution .jpeg / .png files are preferred.
- **Videos**
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
- **Copy (Text - Titles and CTAs)**
- **Click Through URLs**
- **Impression Trackers**
Optional
- **Brand Style Guide**
Font files if required

Thank You.

