

# Click-to-Watch Smartad Specs

## Thumbnail

- 400 x 260 minimum
- 800 x 520 recommended
- 2.5 MB maximum
- PNG or JPEG

**Headline:** 40 characters or less is ideal, 60 maximum

**Source name:** 25 characters max but shorter is better

## Video format

- MP4, MOV / VAST, VPAID
- FPS: 24
- 800 MB maximum
- 16:9 aspect ratio
- Recommended bit rate above 1000 Kbps

## Video length

- Minimum video length: 6s
- Maximum video length: 600s
- Recommended video length: 30-120s

## Background image

- 16:9 aspect ratio
- 1920 x 1080 minimum
- 1 MB maximum

!\ Send an image w/o any additional elements

(CTA or logo). Avoid a background image with important elements at the center. Video player size is responsive and might cover it.

## Logo (optional)

- 800 x 600 maximum
- 400 KB maximum

!\ Needs to be sent as a separate file

## CTA button (optional)

- URL required
- 800 x 600 maximum
- 400 KB maximum
- 300 x 110 recommended, but not required

!\ Needs to be sent as a separate file

