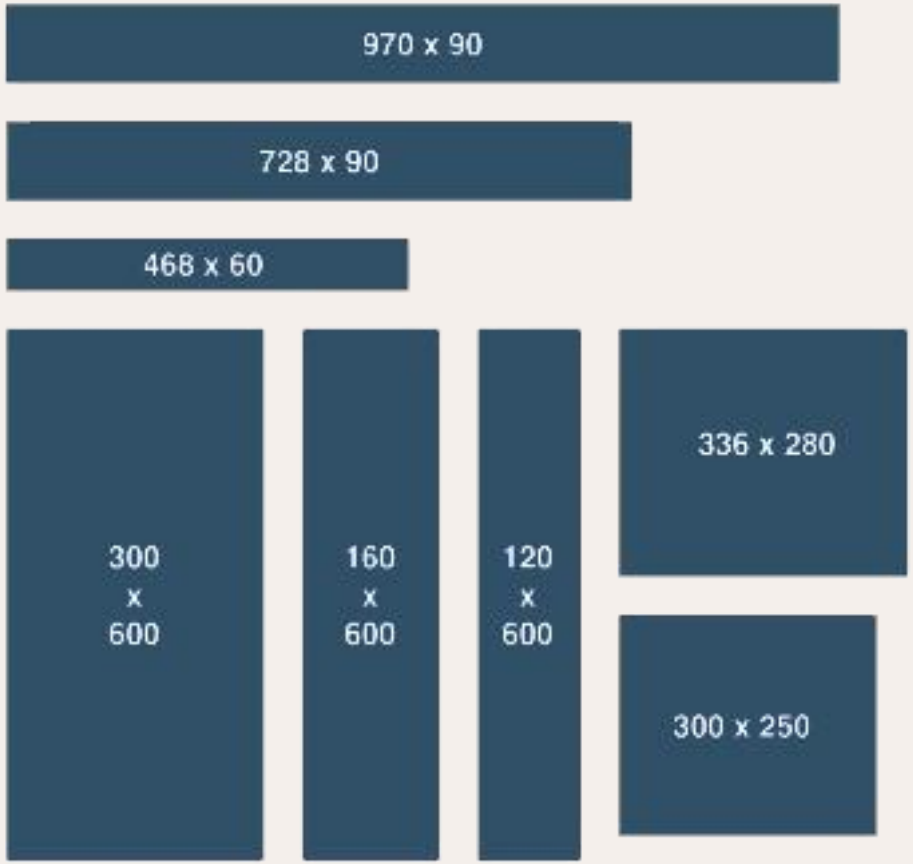
PULSE BY GREENBERG ENTERPRISES

Ad Creative Specs

Banner Ad Examples

PULSE BY GREENBERG ENTERPRISES

Desktop Display Ad Sizes



Mobile Display Ad Sizes



Banner Ad Specs

FORMATS & FILE

- Formats: Static Images, GIF, HTML5
- .jpg, .png, or .gif only (500KB max)
- Multiple files can be uploaded in a .zip (4MB max)
- Animation: GIF (max 15 seconds, 3 loops); HTML5 (15 seconds, muted)
- Aspect Ratio: 1:1, 4:3, 16:9
- Click Thru URL / Impression Tracking (Optional)

DESKTOP DISPLAY

Best Performing: 300x250, 728x90, 160x600, 300x600

Other Options:

970x250, 336x280, 468x60, 120x600, 180x150, 250x250, 234x60, 970x90, 200x200, 300x1050

MOBILE

Best Performing: 320x50, 300x250

Other Options:

320x480, 728x90, 360x640, 300x50, 216x36, 120x20, 168x28, 480x320, 768x1024, 120x240

Advertiser Supplied Ad Tags

An ad tag is an html or javascript code added to a website to enable loading, display, and tracking of ad creatives.

- Click Thru URL
- Impression Tracking (Optional)

HTML5 Ads:

HTML5 ads are ads that use HTML5 files created in Google Web Designer to create attention-catching, interactive ads. You can design and build HTML5 advertisements and other web content in Google Web Designer's integrated visual and code interfaces, then export and upload in your designated Dropbox from PULSE

- Zip files only (500kb max)
- Click Thru URL
- Impression Tracking (Optional)

Audio Ads

Upload Audio files only or audio + companion banners as a .zip (1GB) max

AUDIO FILE SPECS

- Duration: 15, 30, or 60 seconds
- File Type: MP3, WAV
- Bitrate: 128 kbps minimum
- Volume Level: - 14 LUFS
- Click Thru URL
- Impression Tracking URL (optional)

COMPANION BANNERS

Companion banners must be .gif, .jpg, or .png

Audio Ad Companion Banner Dimensions:

300x250, 728x90, 300x50, 320x50, 500x500, 540x640, 640x640

Video Ads

.flv, .mp4, .avi, wmv, .mpeg1/2, .webm or .mov files only (1GB max)

Video Ad Dimensions:
1920x1080:700, 1920x800:700, 1280x720:400, 854x480:400,1024x768:400, 640x380:100, 640x480:100, 640x360:100,480x360:100, 320x240:100, 300x250:100

- Click Thru URL
- Impression Tracking URL (optional)

CTV (CONNECTED TV) ADS

- Duration: 15, 30, or 60 seconds
- File Type: MP4, MOV
- Resolution: Minimum 1280x720 pixels
- Aspect Ratio: 16:9

ONLINE VIDEO ADS

- Formats: Pre-roll, Mid-roll, Post-roll
- Duration: 15, 30, or 60 seconds
- File Type: MP4, MOV
- Resolution: Minimum 1280x720 pixels
- Aspect Ratio: 16:9

MOBILE VIDEO ADS

- Formats: Vertical (9:16), Horizontal (16:9)
- Duration: 15, 30, or 60 seconds
- File Type: MP4, MOV
- Resolution: Minimum 720x1280 pixels (vertical)

OTT / Connected TV



Available Networks

NETFLIX · Roku · max · hulu · Disney+ · peacock · Paramount+ · ESPN · SAMSUNG TV Plus · tubi · COMCAST · NFL · pluto tv · Bloomberg · LG · YouTube · NBC UNIVERSAL · CNN

Reach audiences on premium streaming platforms with precision targeting

OTT / Connected TV

TECHNICAL SPECS

- Format: MP4 (H.264)
- Aspect Ratio: 16:9 (1920x1080)
- Resolution: 1280x720 (min), 1920x1080 (recommended)
- Bitrate: 5-10 Mbps
- Frame Rate: 24, 25, 30 FPS
- Audio: AAC, 128 kbps+
- Length: 15s, 30s (60s sometimes allowed)
- File Size: 50MB–200MB

OTHER REQUIREMENTS

- VAST 2.0–4.0 (No VPAID for CTV)
- Non-skippable, no clickthroughs
- Clear branding, safe text zones

Interactive Video

FORMATS

- Interactive Video Showcase: a single panel expands beside the video with brand visuals, messaging and a CTA
- Interactive Video Carousel: up to five panels; each panel has its own CTA on desktop and mobile, or a QR code on CTV
- Both formats run on desktop, mobile and CTV
- Desktop and mobile: one-click CTA to the landing page. CTV: a QR code replaces the click; the enlarged QR code and end card copy stay on screen after the video

DESKTOP & MOBILE

- Container: 1920x1080 px, landscape
- Carousel, mobile: Landscape or portrait
- Safe area: Keep the 80 px chrome bar at top clear
- CTA: Min 280x70 px, with hover state
- Copy: Header 3 lines x 20 chars; body 85; CTA 15
- Font size: 30pt minimum

Character counts are estimates and vary with typeface.

CTV

- Container: 3840x2160 px, landscape
- Safe area margins: Top 80, sides 53, bottom 180 px
- Interaction: QR code on panel; enlarged on end card
- QR code: 284 to 627 px; solid, high-contrast background
- CTA: Min 280x70 px; default, selected and focus states
- Copy: Header 3 lines x 20 chars; body 85; QR label 15

Safe-area figures are based on a 1920x1080 frame.

Interactive Video

REQUIRED ASSETS

- Design files: Layered .psd or .ai files to replicate the brand design
- Video: Brand video to the video specs
- Logo: Vector (.eps, .ai) or transparent .png
- Copy deck: Approved copy in Word, PDF or Google formats
- High-res images: Any additional brand imagery
- Other assets: Style guides, fonts and campaign artwork
- QR landing page: Where CTV viewers should land
- Production takes 10 days once assets are received

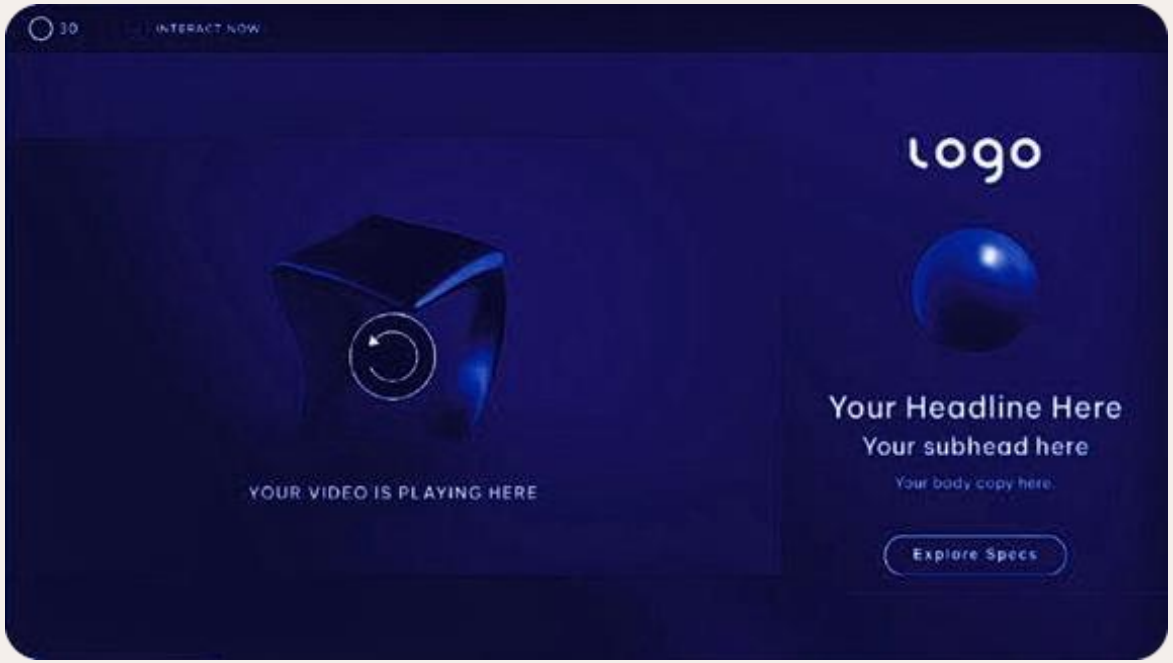
Photoshop templates with layer comps for each user flow are available on request.

CREATIVE GUIDELINES

- Keep backgrounds simple and copy short and contextual
- Leave room for logo, CTA or QR code, and video
- Make the CTA the main focal point; match the interaction cue to the KPI
- Use stroke, color or size for active states, not underlines
- Keep CTAs inside the safe zones
- QR codes: Default black and white scans best
- QR codes: Custom colors only with strong contrast
- QR codes: Never a transparent background behind the code

Interactive Video Showcase

DESKTOP & MOBILE



Interactive Video Showcase, desktop and mobile

PANEL COMPONENTS

- Video: Plays in the main frame
- Brand visuals: Logo and product imagery
- Copy: Headline, subhead and body
- CTA: One click to the landing page

Interactive Video Showcase

CTV PANEL



Brand visuals, copy and a QR code with an enlarge option

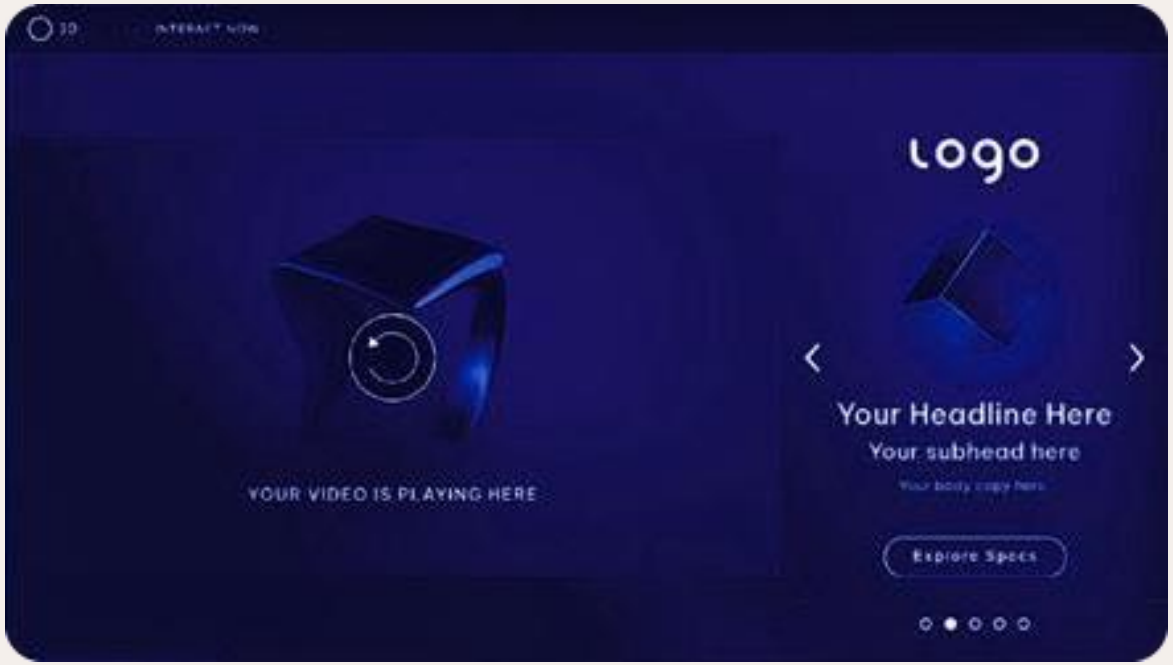
CTV END CARD



Enlarged QR code with end card copy

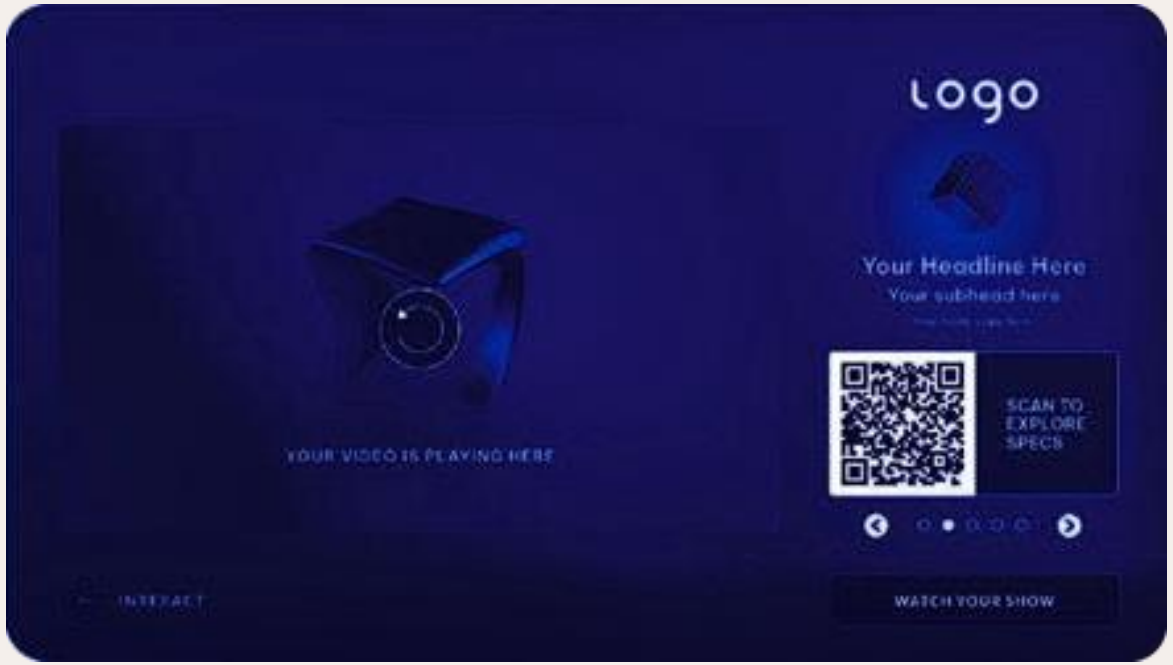
Interactive Video Carousel

DESKTOP & MOBILE



Arrows and dots move between panels, each with its own CTA

CTV



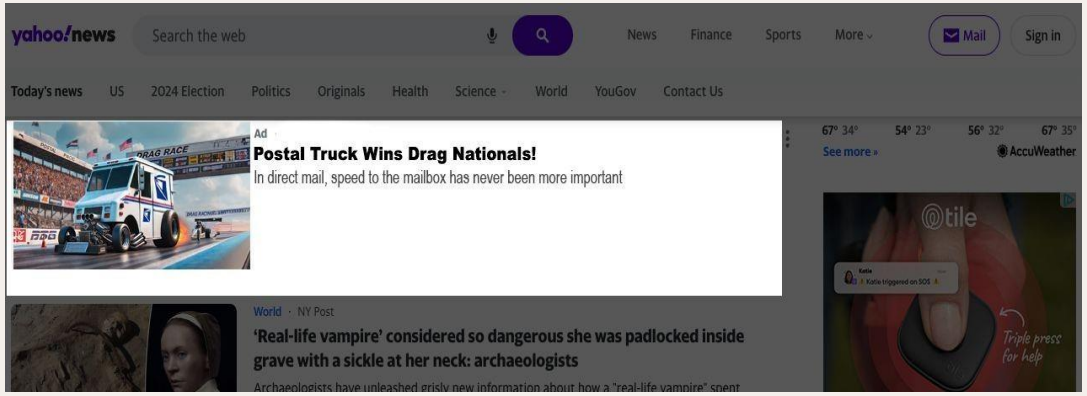
Viewers page through panels with the remote; each panel carries a QR code

Native Ads

- Formats: Text, Image, Video
- Image Size: Recommended 1200x628 pixels
- File Type: JPG, PNG
- Character Limits: Headline (25-40), Description (90-120)
- CTA: Clear call-to-action required

- Native image size options: 1600x1200, 1200x1200, or 1600x1600 below 500 kb.
- For multiple ads, upload a zip file containing 1) Native Image Assets and 2) a csv file that includes columns for Creative Name, Image Name, Headline, Subtitle, Sponsored by name.
- Click Thru URL
- Impressions Tracking URL (optional)

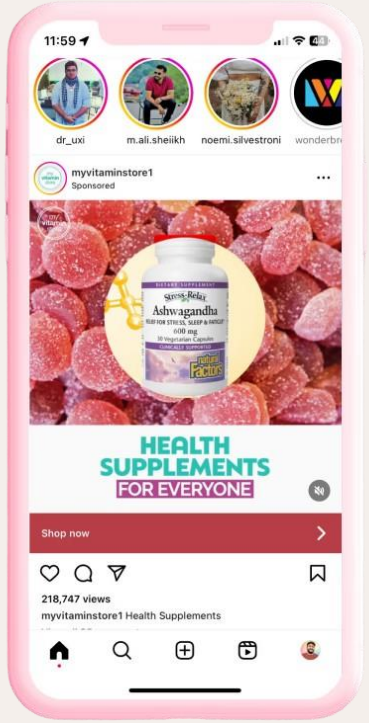
Ad Example



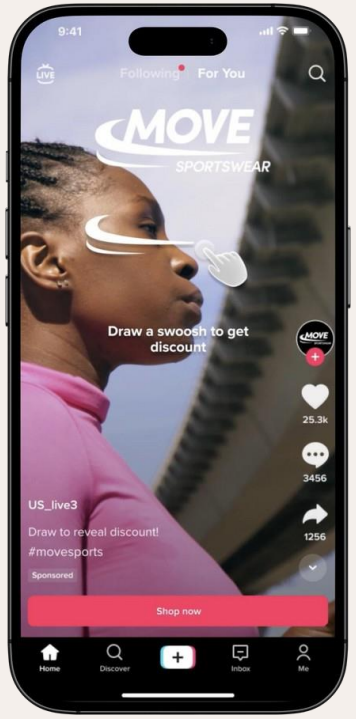
Social Media



Facebook



Instagram



TikTok
(Coming Soon)



Reddit
(Coming Soon)

Proprietary Meta instance — advanced ABM targeting, geofencing & 3rd-party data on Facebook & Instagram

Meta

Formats

- Image, Carousel, Video
- File Types: JPG, PNG; MP4, MOV
- Character Limits: Headline (40), Primary Text (125), Link Description (30)
- CTA: Clear call-to-action recommended

Image:

- Feed: Square 1080×1080 px [1:1] , Portrait 1080×1350 px [4:5], Landscape 1200×628 px [1.91:1] (1:91:1 is optional)
- Stories/Reels: 1080×1920 px [9:16] (keep safe zones)
- **1:1, 4:5, and 9:16 are all required**

Carousel:

- Up to 10 cards per ad
- Size per card: 1080×1080 px (or 1080×1350 px portrait)
- Each card links to relevant product or landing page

Video:

- Min resolution: 1080×1080 px
- Ratios: 1:1 (feed), 4:5 (mobile), 9:16 (stories/reels)
- Duration: Feed up to 2 min (recommended ≤30 sec); Stories up to 60 sec; Reels up to 90 sec
- **1:1, 4:5, and 9:16 are all required**

Ready for Launch

Requirement

A Meta Business Manager account is required.

Needed Information

- Business Manager ID
- Ad Account Name
- Meta page URL
- A designated Meta Business Manager admin to approve the page request for ads & insights (Approval is mandatory for launch).

Important Note

- Ads run on both Facebook & Instagram and require all three sizes (1:1, 4:5, and 9:16). **If any sizes are not provided, Meta will automatically resize creatives to fit those placements, which may affect their appearance.**

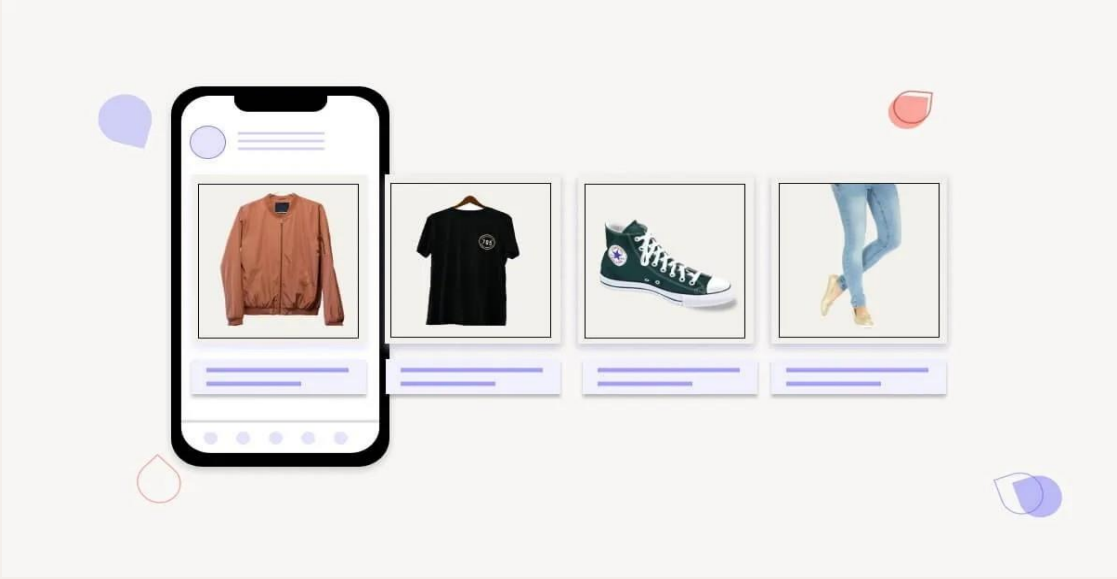
***GE/Pulse is not responsible for formatting, cropping, or display issues resulting from Meta's automated adjustments.**

Product Feed | Overview

With Product Catalog, we can show relevant and personalized ads using the most up-to-date product information. This also enables advanced features like focusing your campaigns on best-selling products or creating custom product groups for more targeted advertising.

Note: If there is a Google or Facebook product feed, we can use the same file to setup the feed on our end.

- It ensures the ads reflect the most up-to-date and accurate product information.
- It enables dynamic and personalized retargeting campaigns, improving conversion rates.
- It allows segmentation of products into sets, helping you tailor campaigns to specific product groups.
- It reduces manual effort by automating product data updates via scheduled imports.



- Deliver personalized ads that dynamically update based on advertiser's product inventory.
- Automate product data synchronization to avoid outdated or incorrect product information in campaigns.
- Create segmented product sets to focus campaigns on specific categories or bestsellers.

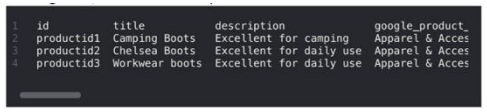
Product Feed | Catalog Guidelines

FORMATS

The file should be formatted either as a compressed GZ or ZIP file, or as one of the following:

CSV

Comma-separated value: This format type works with spreadsheet programs. The header must be declared in the first row of the file. Field names can contain spaces or underscores (e.g. image_link or image link).



id	title	description	google_product_
productid1	Camping Boots	Excellent for camping	Apparel & Acces
productid2	Chelsea Boots	Excellent for daily use	Apparel & Acces
productid3	Workwear boots	Excellent for daily use	Apparel & Acces

XML

This format is often used with coding programs or basic text editors. It can be generated by web servers or automated feed providers.



```
<?xml version="1.0" encoding="UTF-8"?>
<rss xmlns:g="http://base.google.com/ns/1.0" version="2.0">
  <channel>
    <title>Your Website</title>
    <link>http:
    <description>Your Website</description>
    <item>
      <g:id>myproductid</g:id>
      <g:title>Working Boots Size 7.5</g:title>
      <g:description>Excellent for daily use</g:description>
      <g:google_product_category>Women's > Shoes > Working B
      <g:link>http:
      <g:image_link>http:
      <g:additional_image_link>http:
      <g:additional_image_link>http:
      <g:availability>in stock</g:availability>
      <g:price>1299.99 EUR</g:price>
      <g:sale_price>1199.99</g:sale_price>
      <g:gtin>0001234560012</g:gtin>
      <g:brand>Criteo</g:brand>
      <g:adult>TRUE</g:adult>
      <g:product_type>Women's > Shoes > Working Boots</g:pro
      <g:mobile_link>http:
      <g:condition>new</g:condition>
      <g:availability>in stock</g:availability>
      <g:availability_date>2016-06-25T13:00-0800</g:availabi
      <g:sale_price_effective_date>2016-03-01T13:00-0800/201
      <g:item_group_id>abc123</g:item_group_id>
      <g:color>Black</g:color>
      <g:gender>male</g:gender>
      <g:age_group>adult</g:age_group>
      <g:material>leather</g:material>
      <g:pattern>Striped</g:pattern>
      <g:size>L</g:size>
      <g:size_type>regular</g:size_type>
      <g:size_system>US</g:size_system>
      <g:shipping>
```

SPECIFICATIONS

Ensure that the product information you submit is accurate and the product images of high quality.

Fields can be classified into the following priority levels:

01 / Required

Prevent product ingestion if they are left blank or not included.

Id, title, description, product page link, image link, price, category etc.

02 / Recommended

Streamline your campaign management and help boost the product's performance.

Brand, sale price, availability, size, additional image

03 / Optional

Enhance your shoppers' experience.

04 / Feed update schedule

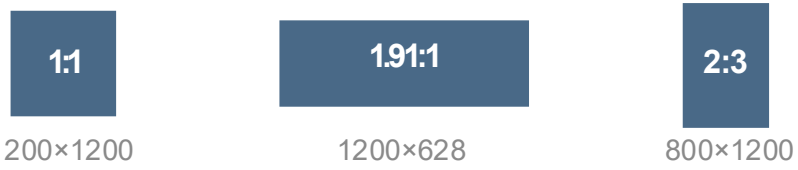
When connected to a dynamic product feed URL, we update the product details automatically based on the import schedule.

Product Feed | Brand Guidelines

Required brand assets to power dynamic creative composition.

LOGO

jpg and .png files only. Size shouldn't exceed 5 MB.
Square, Horizontal and Vertical sizes (optional).



1200×1200 | 1200×628 | 800×1200

COLOR PALETTE

Color codes for Creative background, Body text, Prices, CTA background, CTA Text

Background | Body Text | Prices | CTA BG | CTA Text

FONT

Primary font and Secondary font

Aa — PRIMARY

Aa — SECONDARY

CTA MESSAGE

Define call-to-action copy used across dynamic ad placements.

EXAMPLES

Shop Now | Learn More | Add to Cart

Twitch

1. Premium Video Ads

- **Length**: Up to 30 sec (60 sec available for extra fee)
- **Resolution**: 1920x1080 px (minimum)
- **Bitrate**: 4,000–10,000 kbps
- **Audio Level**: -9 dB
- **File Format**: H.264 encoded MP4
- **Frame Rate**: 24-30 FPS
- **Placement**: Pre-roll or mid-roll, unskippable
- **Clickable**: Yes (except on consoles & streaming devices)

2. Stream Display Ads (SDAs)

- **Length:** 15 sec
- **Format:** Video
- **Placement:** During live streams
- **Viewer Experience:** Viewers can still see & hear streamers

3. Medium Rectangle Ads

- **Dimensions:** 300x250 px
- **File Size:** Max 100 KB
- **File Formats:** GIF, JPG, PNG
- **Animation:** Max 15 sec (or 3 loops, whichever is shorter)
- **Clickable:** Yes
- **Placement:** Next to the live stream or below it

Amazon - Desktop

Ad Placement	Display Size	Creative Dimensions	Max. File Weight	File Format
Medium Rectangle	300 x 250 px	300 x 250 px	200 kb HTML, 40 kb static (50 kb FR, IT, ES, JP)	JPG / PNG-8
Leaderboard	728 x 90 px	728 x 90 px	200 kb HTML, 40 kb static (50 kb FR, IT, ES, JP)	JPG / PNG-8
Wide Skyscraper	160 x 600 px	160 x 600 px	200 kb HTML, 40 kb static (50 kb FR, IT, ES, JP)	JPG / PNG-8
Large Rectangle	300 x 600 px	300 x 600 px	200 kb HTML, 50 kb static	JPG / PNG-8
Billboard	970 x 250 px, 800 x 250 px (Germany only)	1940 x 500 px @ 2X (required for onsite), 800 x 250 px (Germany only)	200 kb	JPG / PNG-8

Amazon - Mobile

Ad Placement	Display Size	Creative Dimensions	Max. File Weight	File Format
Mobile Leaderboard	320 x 50 px	640 x 100 px @2X (required)	50 kb	JPG / PNG-8
Mobile Detail and Search Results page	414 x 125 px	828 x 250 px @2X, 640x250 px safe zone (required)	100 kb	JPG / PNG-8
Mobile Medium Rectangle	300 x 250 px	600 x 500 px @2X (required)	40 kb	JPG / PNG-8
Mobile Leaderboard (Tablet)	728x90	1456 x 180 px @2X (required)	200 kb	JPG / PNG-8
Mobile Leaderboard	320 x 50 px	640 x 100 px @2X (required)	50 kb	JPG / PNG-8

Amazon

MEDIUM RECTANGLE

300x250 pixels, 200kb max. HTML

40kb max. static (JPG / PNG-8); 50kb max. (FR, IT, ES, JP)

LARGE RECTANGLE

300x600 pixels, 200kb max. HTML

50kb max. static (JPG / PNG-8)

LEADERBOARD

728x90 pixels, 200kb max. HTML

40kb max. static (JPG / PNG-8); 50kb max. (FR, IT, ES, JP)

BILLBOARD

970x250 pixels (NA: 2x required for Onsite and preferred for Offsite); 800x250 pixels (DE)

200kb max. HTML or static (JPG / PNG-8)

WIDE SKYSCRAPER

160x600 pixels, 200kb max. HTML

40kb max. static (JPG / PNG-8); 50kb max. (FR, IT, ES, JP)

MOBILE LEADERBOARD

320x50 – 640x100 pixels @2X (required)

50kb max. static (JPG / PNG-8)

Amazon

MOBILE DETAIL & SEARCH PAGE

The 414x125 is a custom ad size that runs on Amazon mobile shopping and mobile web only. See guidelines, specifications, and PSD template here.

Dimensions and File Weight

414x125 – 828x250 pixels @2X (required)

100kb max. static (JPG / PNG-8)

MOBILE MEDIUM RECTANGLE

Dimensions and File Weight

300x250 – 600x500 pixels @2X (required)

40kb max. static (JPG / PNG-8)

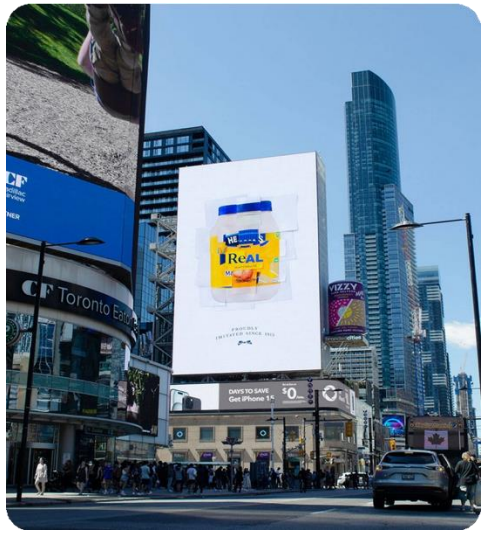
MOBILE LEADERBOARD (TABLET)

Dimensions and File Weight

728x90 – 1456x180 pixels @2X (required)

200kb max. static (JPG / PNG-8)

Digital Out-of-Home



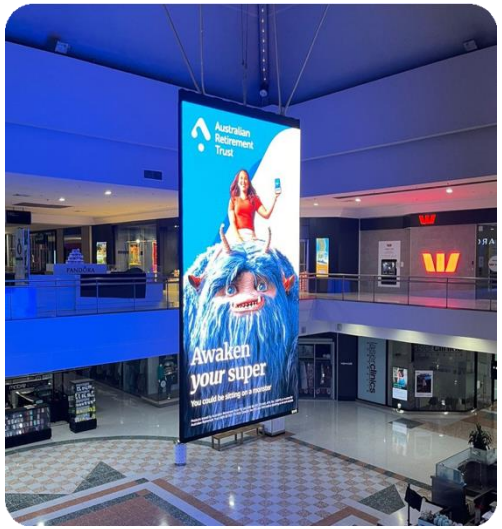
Billboards



Airports



Retail Media



Event Centers

Programmatic DOOH across 500K+ screens nationwide

- Formats: Static Images, Video
- Image Size: 1920x1080 pixels (custom sizes as needed)
- Video Duration: 15, 30, or 60 seconds
- File Type: JPG, PNG, MP4
- Aspect Ratio: 16:9

DOOH

ATM

Recommended Formats

- **Image:** JPEG or PNG
- **Video:** MP4 (H.264 codec preferred)
- **Duration for Video Ads:** Typically, eight, 10–15 seconds, depending on the network policy.

Other Considerations

- **File Size:** Keep file sizes small (under 5 MB for images or 20 MB for videos) to ensure smooth playback**.**
- **Resolution:** Always use high-resolution images or videos to avoid pixelation on large screens.
- **Safe Zones:** Avoid placing critical text or graphics near the edges to prevent cropping on different ATM screen configurations



Standard ATM Screen Sizes

- **Landscape Orientation:**
  - 1280 x 720 pixels (16:9 aspect ratio)
  - 1920 x 1080 pixels (Full HD, 16:9 aspect ratio)
- **Portrait Orientation:**
  - 720 x 1280 pixels (9:16 aspect ratio)
  - 1080 x 1920 pixels (Full HD, 9:16 aspect ratio)

DOOH

Highway Roadside

Displays located along a highway, visible to passengers in passing vehicles

Native Creative Formats:
- 1400x400 - 83% of inventory
- 840x400 - 12% of inventory
- 1200x400 - 5% of inventory

Supported IAB Formats:
- 300x250 - 100% of inventory
- 728x90 - 100% of inventory



Billboards

Large format, free standing, elevated digital displays.

Native Creative Formats:
- 1440x400- 80% of inventory
- 840x400- 10% of inventory
- 1200x400- 5% of inventory

Supported IAB Formats:
- 300x250 - 100% of inventory
- 728x90 - 100 % of inventory



DOOH

Hotels

Displays located within a hotel.

Native Creative Formats:
- 1920x1080 - 10% of inventory

Supported IAB Formats:
- 300x250 - 100% of inventory
- 728x90 - 100% of inventory



Malls

Displays located within a retail mall.

Native Creative Formats:
- 1080x1920 - 62% of inventory
- 2160x3840 - 14% of inventory
- 1024x768 - 6% of inventory
- 1920x1080 - 6% of inventory
- 1280x720 - 4% of inventory
- 2048x768 - 4% of inventory



DOOH

Subway Stations

Displays located within a subway station.

Native Creative Formats:
- 1920x960 - 72% of inventory
- 1080x1440 - 23% of inventory
- 1080x1920 - 5% of inventory

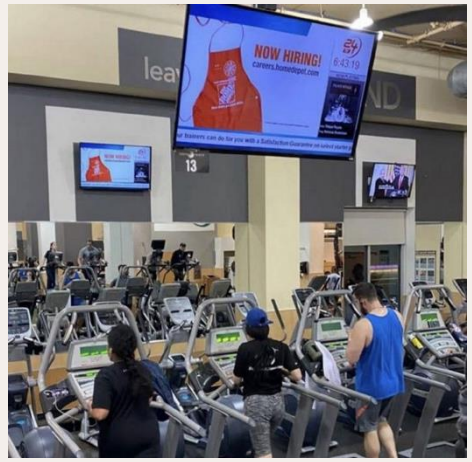


Sports Gyms

Displays located within a recreational gym.

Native Creative Formats:
- 1920x1080 - 100% of inventory

Supported IAB Formats:
- 300x250 - 50% of inventory
- 728x90 - 50% of inventory



DOOH

Office Buildings

Displays located within an office building.

Native Creative Formats:
- 1920x1080 - 100% of inventory
- Supported IAB Formats:
- 300x250 - 100% of inventory
- 728x90 - 100% of inventory

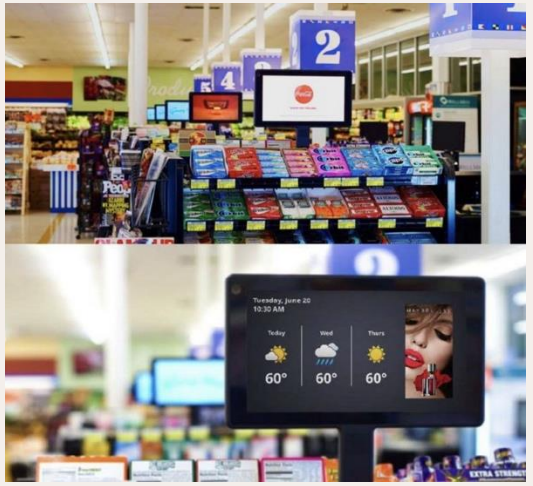


Supermarket Checkouts

Displays located within the checkout area of a supermarket.

Native Creative Formats:
- 1024x768- 60% of inventory
- 1920x1080- 40% of inventory

Supported IAB Formats:
- 300x250 - 100% of inventory
- 728x90 - 100 % of inventory



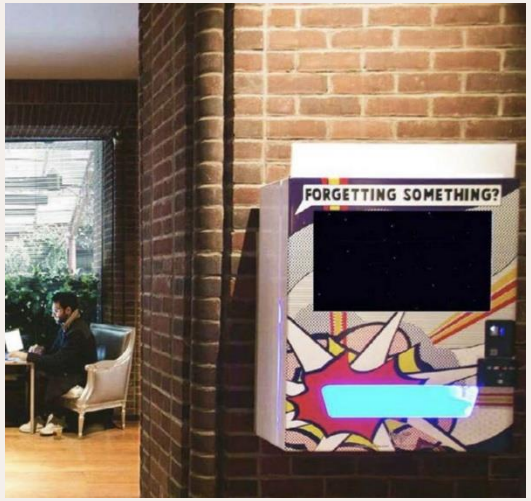
DOOH

Vending Machines

An automated machine through which various goods may be purchased.

Native Creative Formats:
- 1920x1080- 100% of inventory

Supported IAB Formats:
- 300x250 - 100% of inventory
- 728x90 - 100% of inventory



University Campus

Displays located on a university campus.

Native Creative Formats:
- 1920x1080- 100% of inventory

Supported IAB Formats:
- 300x250 - 100% of inventory
- 728x90 - 100 % of inventory



DOOH

Kiosks

Interactive displays that are part of an easily-accessible, free-standing structure meant to provide a service or deliver information to a constituent body.

Native Creative Formats:

- 1080x1920- 95% of inventory
- 1080x1440- 5% of inventory

Supported IAB Formats:

- 300x250 - 95% of inventory



Display Panels

Mid-to-large format digital displays mounted at or eye level.

Native Creative Formats:

- 1080x1920- 35% of inventory
- 2048x768- 28% of inventory
- 1920x960- 13% of inventory
- 2160x3840- 8% of inventory
- 2560x720- 5% of inventory



DOOH

Screens, TVs & Monitors

Small-to-mid size digital displays delivering information to a captive constituent body.

Native Creative Formats:

- 1920x1080- 100% of inventory

Supported IAB Formats:

- 300x250 - 50% of inventory
- 728x90 - 50% of inventory

