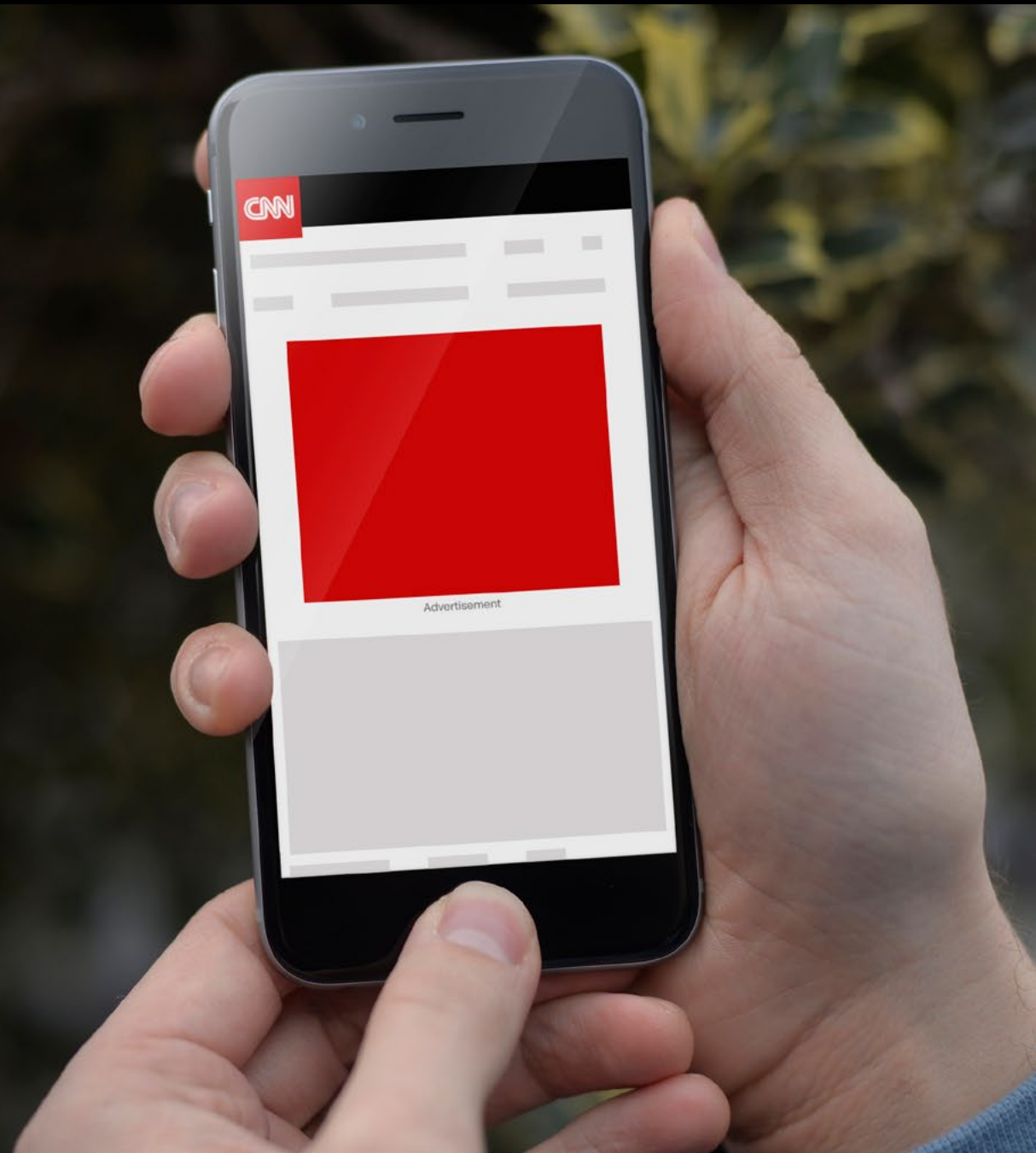




INTERNATIONAL  
COMMERCIAL

# Digital Technical Specifications



		Dimensions		Available on Desktop	Tablet	Mobile	App	OMP	PMP	Region	File Type	Max File Size	Max Video Size	Max Animation Duration	Sound Policy	Load time	Border	Tags from Client	Assets from Client
Standard IAB Placements	Leaderboard	728x90 or 970x90 (max expansion: 728x270 or 970x418)	Expansion policy: Close button "X" and either click to close/expand or enable mouse-off retraction	●	●			●	●	All	HTML5, GIF/JPEG, 3rd Party Ad Tag	200k	2.2MB	30sec	User initiated by click or rollover	1 second	1 pixel Grey	●	●
	Billboard	970x250 (max expansion: 970x418)		●	●			●	●	All		200k	2.2MB	30sec				●	●
	Half Page	300x600 (max expansion: 500x600)		●	●			●	●	All		200k	2.2MB	30sec				●	●
	MPU	300x250 (max expansion: 500x500)		●	●	●	●	●	●	All		200k	2.2MB	30sec				●	●
	Mobile Web interstitial	Full screen (responsive)				●				APAC only		100K	1.1MB	15sec				●	●
Video placements	Pre-Roll Video	1920x1080		●	●	●	●	●	●	All	Video file - MP4, MOV, VAST, VPAID Teads Video file - MP4, VAST, VPAID JS (HTML)	200MB	Desktop = 30sec Tablet/Mobile = 15sec	Integrated volume between -22 and -26 lKfs	n/a	n/a	●	●	
	Vertical Video	1200x720		●	●	●	●	●	●			n/a					10MB	●	●
	In Read Video	1920x1080		●	●	●	●	●	●			200MB					●	●	
Custom Placements	Native	Various (responsive)	Homepage and Main pages only	●	●	●	●			All	Native Tag produced by CNN JetPack Tag Celtra Tag or JetPack Tag	n/a	1GB	n/a	n/a	n/a			
	CineFlex	Responsive Ad Desktop = Full width x674 Tablet = Full width x435 Mobile = Full width x235		●	●	●						Static (500k) HTML5 (1MB)	2.2MB	Desktop = 30sec Tablet/Mobile = 8sec	User initiated by click or rollover	1 second	n/a	●	●
	Big Sky Unit	Responsive Ad Desktop = Full width x450 Tablet = Full width x325 Mobile = Full width x125		●	●	●						300k	2.2MB	30sec	User initiated by click or rollover	1 second		●	●
Celtra Placements	Interscroller	Various (responsive)	Style Only			●				All	Celtra Tag	200k	60MB	15sec	User initiated by click or rollover	1 second	n/a	●	●
	Miniscroller	Various (responsive)				●												●	●
	Reveal	Various (responsive)				●												●	●
	Luxury Scroller	Various (responsive)		●	●	●												●	●
	InApp	320x320					●												
Social Placements	Facebook Instant Articles	300x250				●	●	●	●	All	HTML5, GIF/JPEG, 3rd Party Ad Tag	200k	2.2MB	15sec	User initiated by click or rollover	1 second	1 pixel Grey	●	●
	Google Amp	300x250				●		●	●	All								●	●

## Standard IAB Placements



**Leaderboard**  
Horizontal format that sits in the top or bottom slot of the site



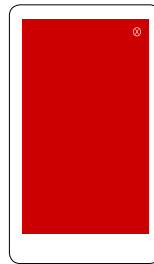
**Billboard**  
Horizontal format that sits in the top or bottom slot of the site



**Half Page**  
Large vertical double MPU format that sits in the right hand rail



**MPU**  
An MPU is our standard industry format across all devices



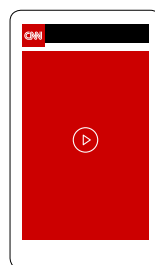
**Mobile Web interstitial**  
Mobile Web Interstitial format appears over the page automatically for 15 seconds upon browser load. Opt in to close button in the top right corner.

## Video Placements



### Pre-Roll Video

Unstoppable 30 second video ads



### Vertical Video

Vertical video is a mobile only in-line format



### In Read Video

In-line video that runs on mobile and desktop

## Custom Placements



### Native placement

CNN's Premium Native formats fit seamlessly into CNN's digital portfolio on both desktop and mobile web. Formats include articles, video, customisable galleries & infographics



### Cineflex

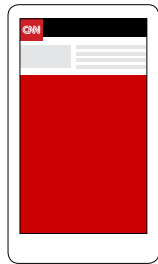
The Cineflex is a responsive full-screen video unit that integrates elegantly within the site where partners can gain reach and scalability across screens



### Big Sky Unit

The Big Sky is a versatile and robust HTML5 format, where partners can gain reach and scalability across screens. It is fully customizable with flexible design that supports video, galleries and more

## Celtra Placements



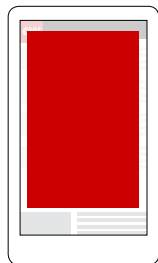
**Interscroller**  
Large rich media format that hosts video, animation and static content on mobile only



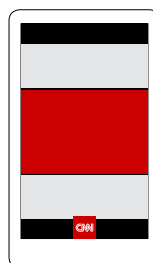
**Miniscroller**  
Bring the compelling user experience of Interscroller to a smaller, inline banner canvas on mobile only



**Luxury Scroller**  
An in-line, single unit scroll-in ad format that reveals as the user scrolls through publisher content. Rich media format hosting video, animation and static responsive ads, available on CNN style only.



**Reveal**  
A vertically-resizing single unit with multiple expansion options. Can either push or overlay content upon expansion on mobile only



**InApp**  
Premium in-feed ad available on the CNN app

## Social Placements



### **Facebook Instant Articles**

MPU & Pre-roll format that runs on CNN's Instant Articles within the Facebook app



### **Google Amp**

MPU & Pre-Roll format that runs on CNN's AMP articles