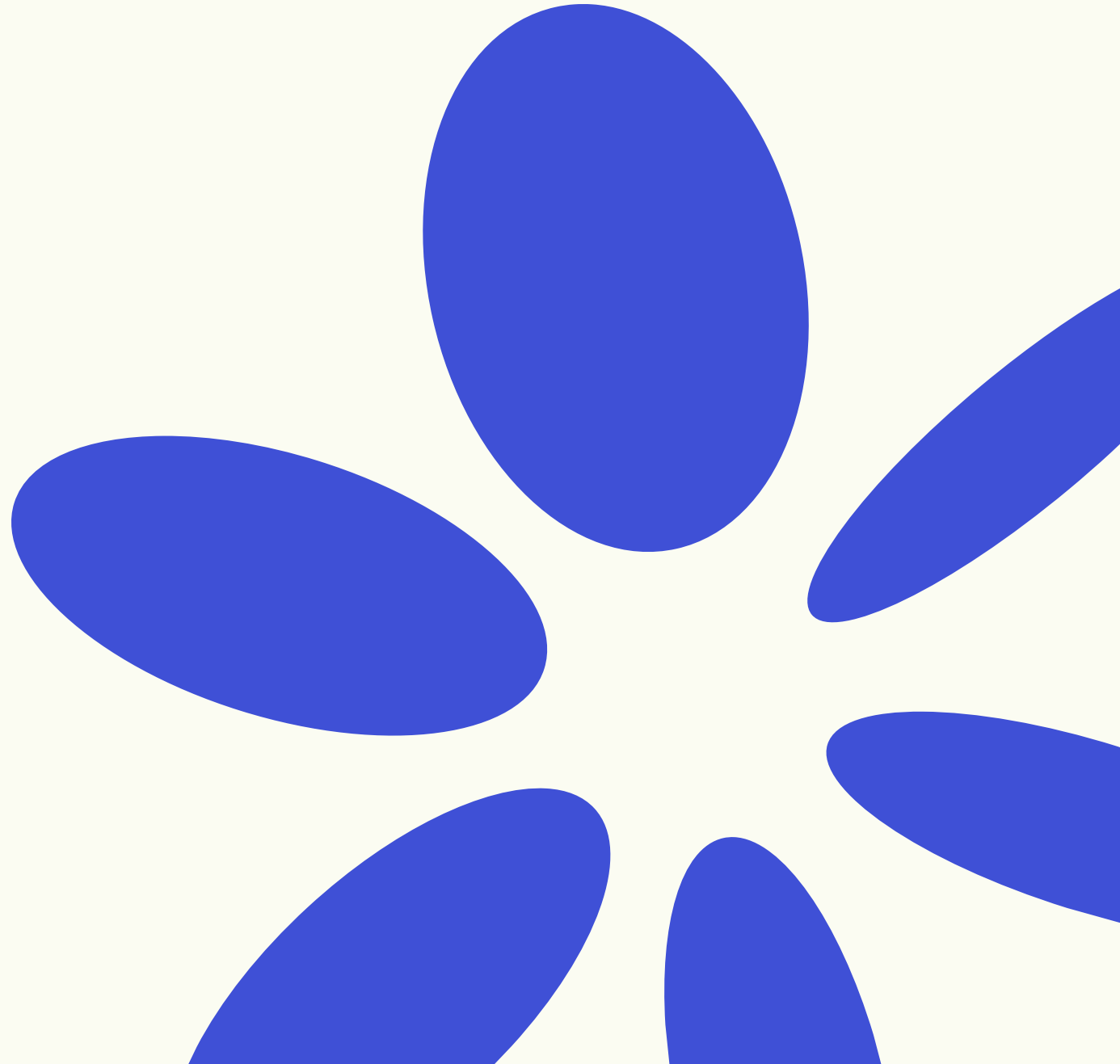


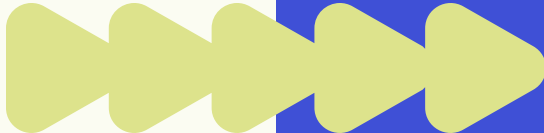


# First Media Ad Specs

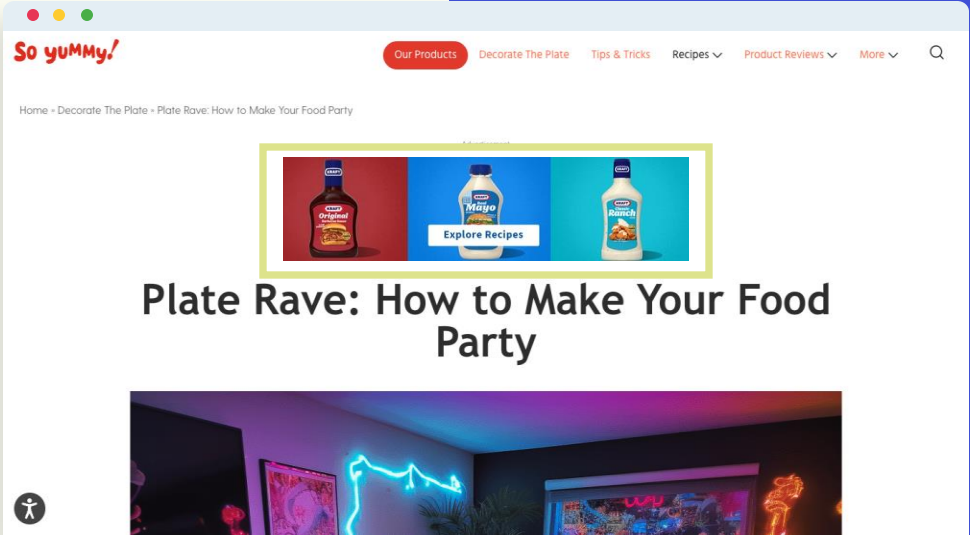
<https://first.media>



# 970x250px



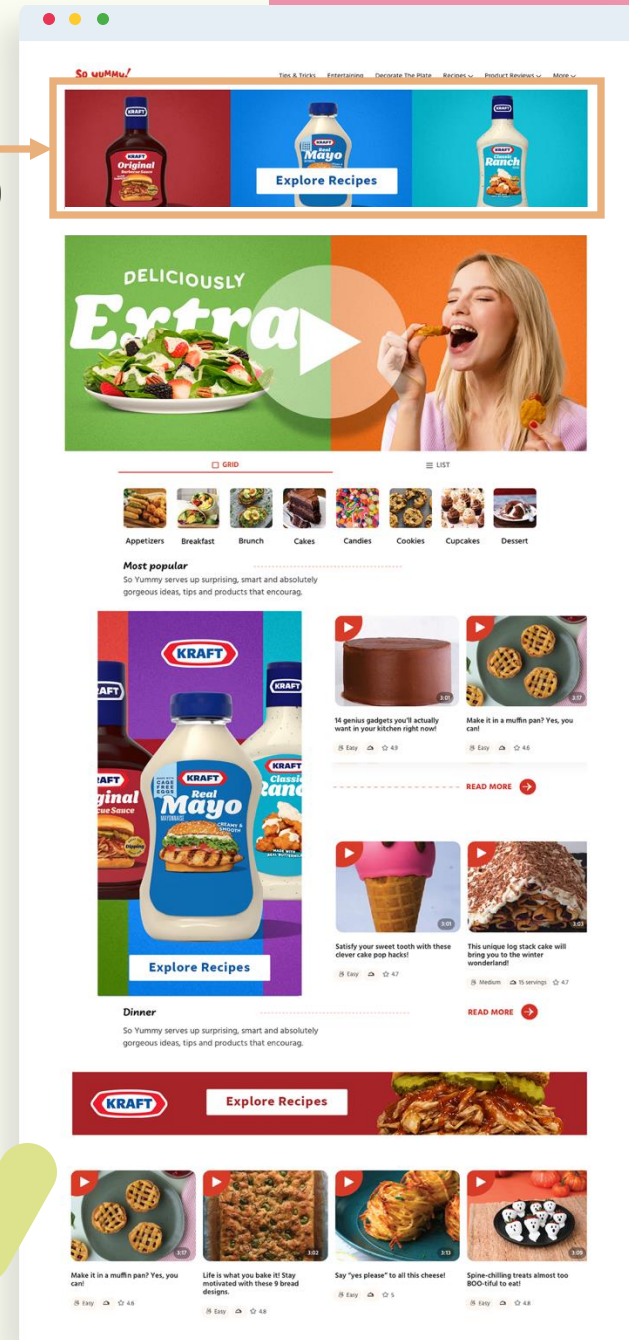
Ad Component	File Type	Dimension	Max File Size
Initial File Load	HTML, CSS, JS, JPG, PNG, SVG	970x250	250KB
Expandable File Load	HTML5, CSS, JS, JPG, PNG, SVG, MP4	970x500	2.2MB
Back Up/Static	JPG or PNG	970x250	250KB



# 728x90px



728x90



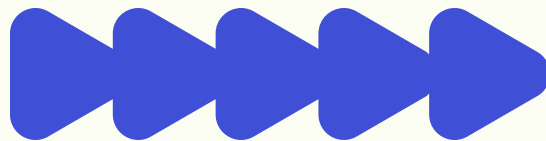
Ad Component	File Type	Dimension	Max File Size
Initial File Load	HTML, CSS, JS, JPG, PNG, SVG	728x90	150KB
Expandable File Load	HTML5, CSS, JS, JPG, PNG, SVG, MP4	728x500	2.2MB
Back Up/Static	JPG or PNG	728x90	150KB



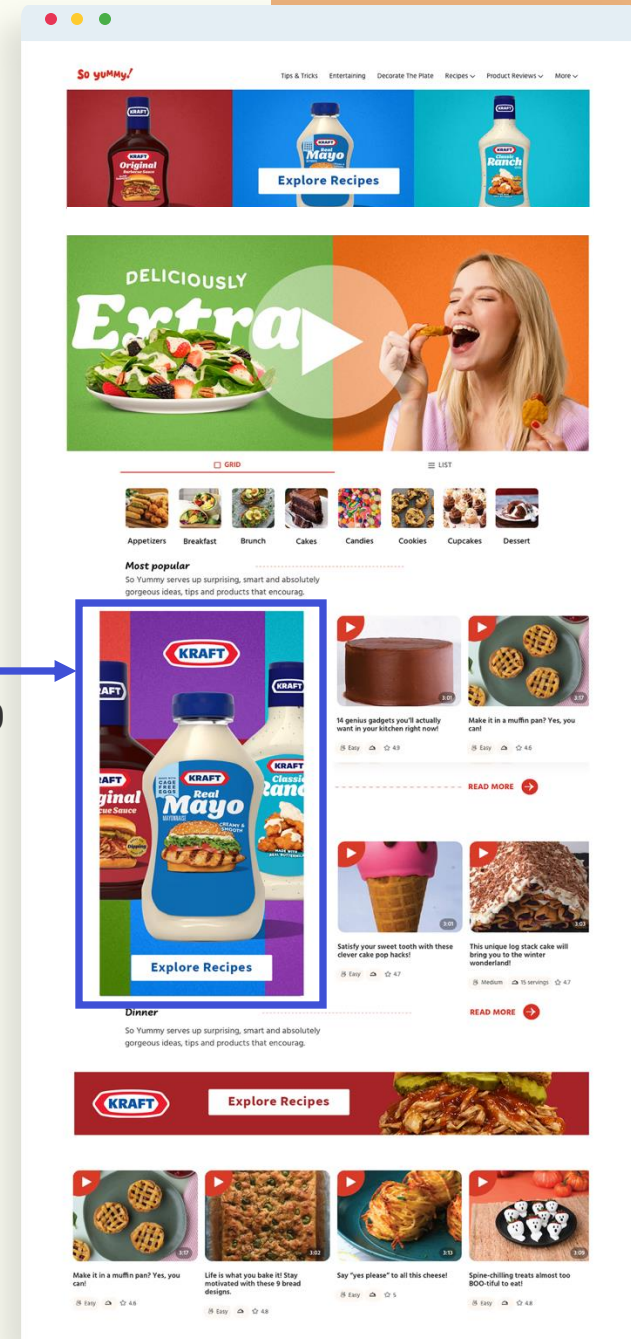
# 300x600px



Ad Component	File Type	Dimension	Max File Size
Initial File Load	HTML, CSS, JS, JPG, PNG, SVG	300x600	200KB
Expandable File Load	HTML5, CSS, JS, JPG, PNG, SVG, MP4	600x600	2.2MB
Back Up/Static	JPG or PNG	300x600	200KB



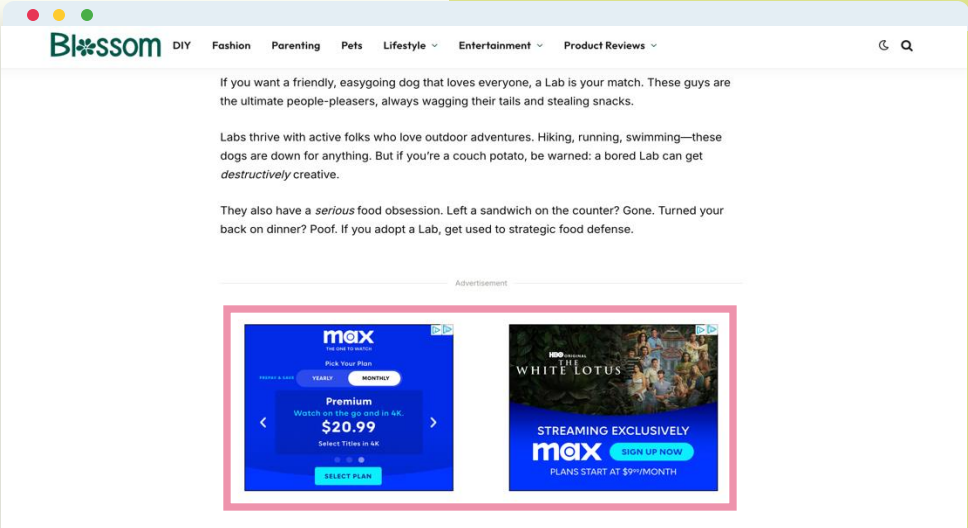
300x600



# 300x250px (Desktop)

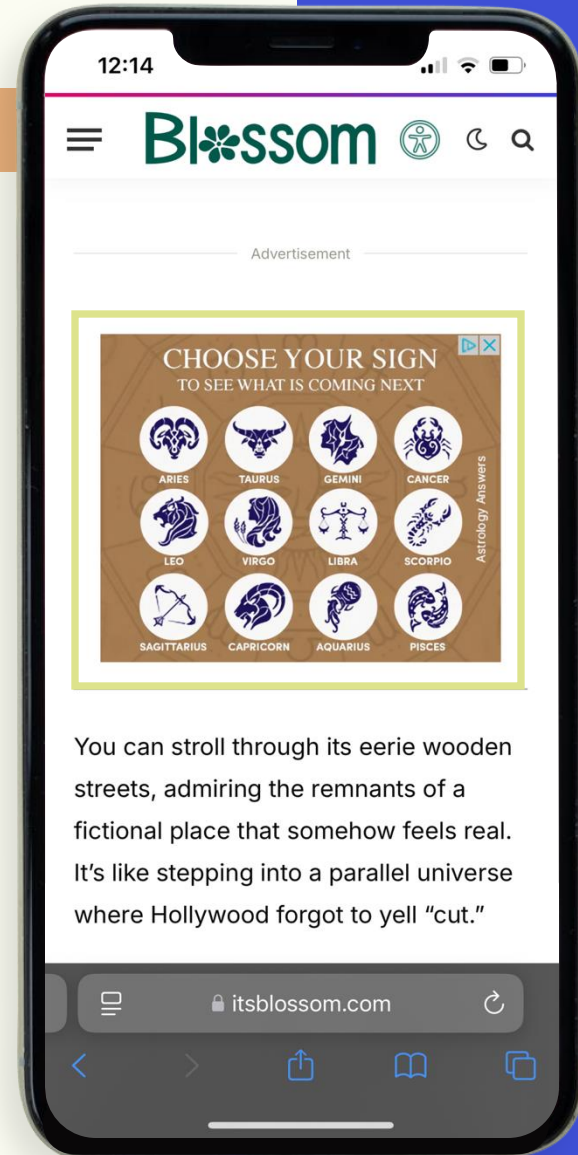


Ad Component	File Type	Dimension	Max File Size
Initial File Load	HTML, CSS, JS, JPG, PNG, SVG	300x250	150KB
Expandable File Load	HTML5, CSS, JS, JPG, PNG, SVG, MP4	700x500	2.2MB
Back Up/Static	JPG or PNG	300x250	150KB



# 300x250px (Mobile)

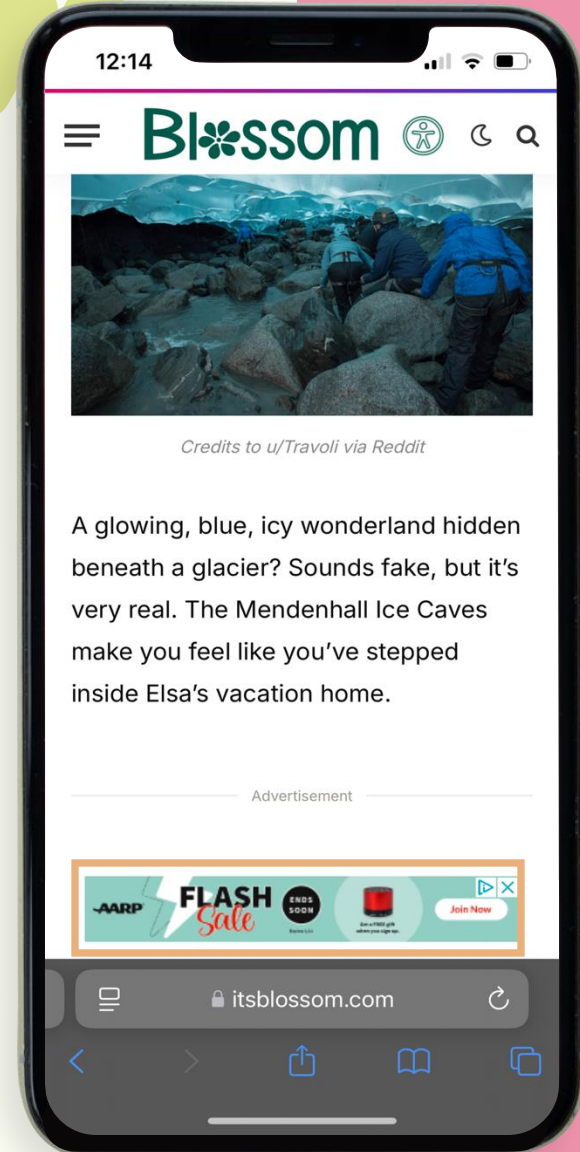
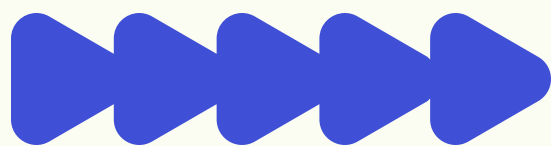
Ad Component	File Type	Dimension	Max File Size
Initial File Load	HTML, CSS, JS, JPG, PNG, SVG	300x250	150KB
Expandable File Load	HTML5, CSS, JS, JPG, PNG, SVG, MP4	640x1136	2.2MB
Back Up/Static	JPG or PNG	300x250	150KB



# 320x50px



Ad Component	File Type	Dimension	Max File Size
Initial File Load	HTML, CSS, JS, JPG, PNG, SVG	320x50	50KB
Expandable File Load	HTML5, CSS, JS, JPG, PNG, SVG, MP4	320x568	2.2MB
Back Up/Static	JPG or PNG	300x250	150KB

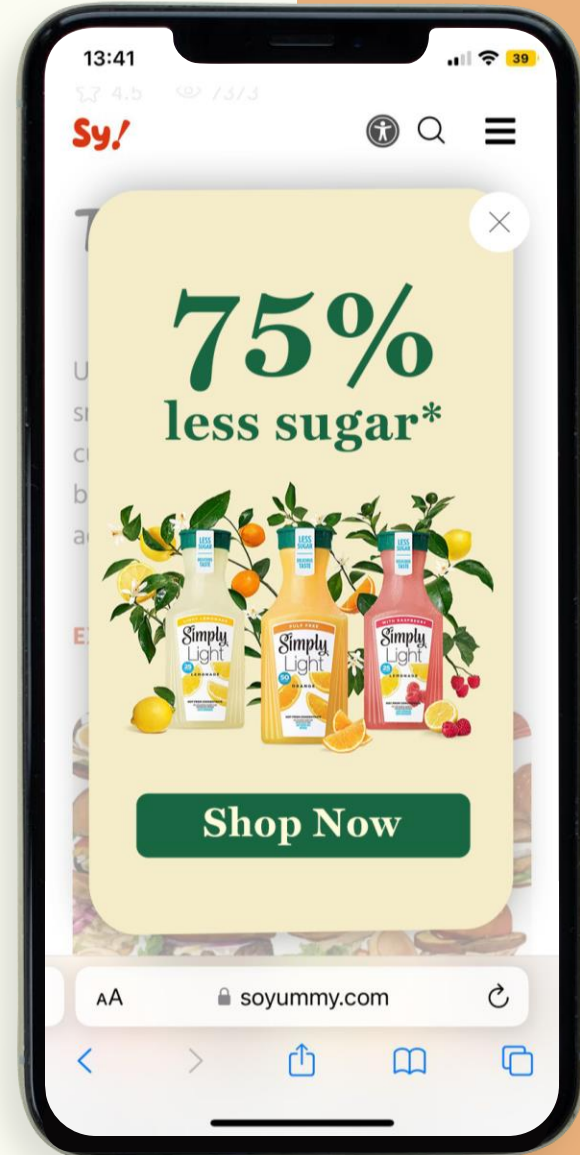




# 320x480px

## Mobile Interstitial

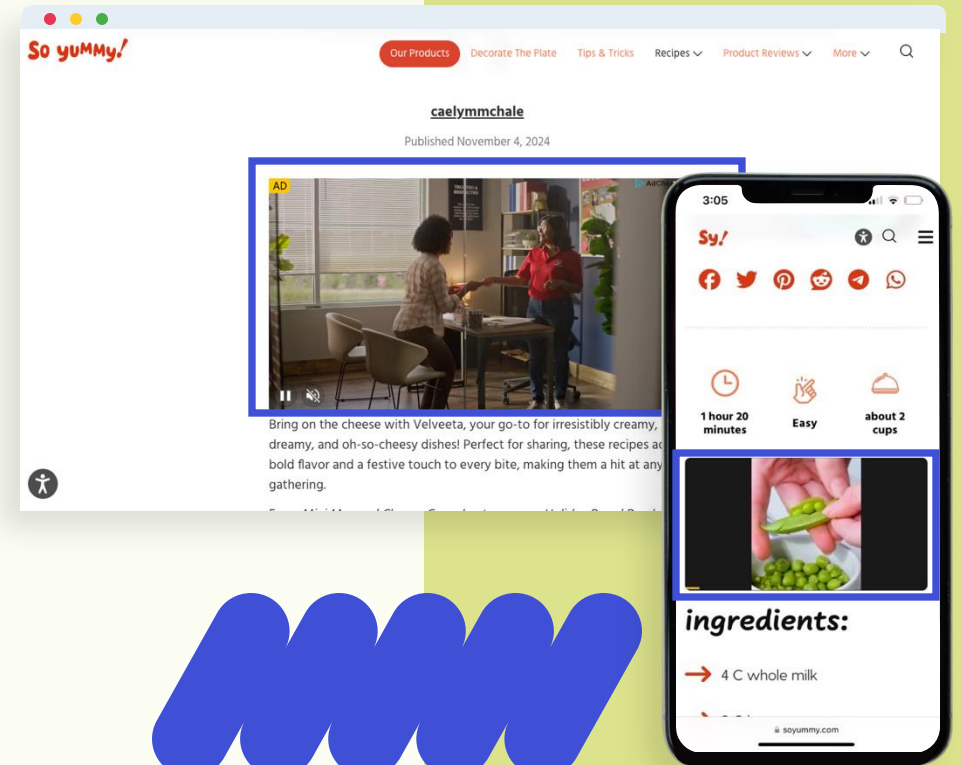
Ad Component	File Type	Dimension	Max File Size
Initial File Load	HTML, CSS, JS, JPG, PNG, SVG	640x960	300KB
Back Up/Static	JPG or PNG	320x480	2.2MB





# Pre-Roll Video

Ad Component	File Type	Dimension	Max File Size
Site Served	MP4 and MOV	1920x1080 or 960x540	300KB
3 <sup>rd</sup> Party/ Programmatic MP4	MP4	1920x1080 or 960x540	2.5MB



# High-Impact Inventory

Site Direct, Custom-Built Opportunities

## Display Formats

- Custom Skin
- Responsive Scroller
- Custom IAB
- Shoppable Scroller

## Video Formats

- Outstream Video

## Deliverables

- .PSD Files
- MP4 and MOV

## Interactive Shoppable Experience

**Content to Commerce:** Shoppable ads connecting back to custom content hubs with direct path to purchase.

