mDSP
powered by affle

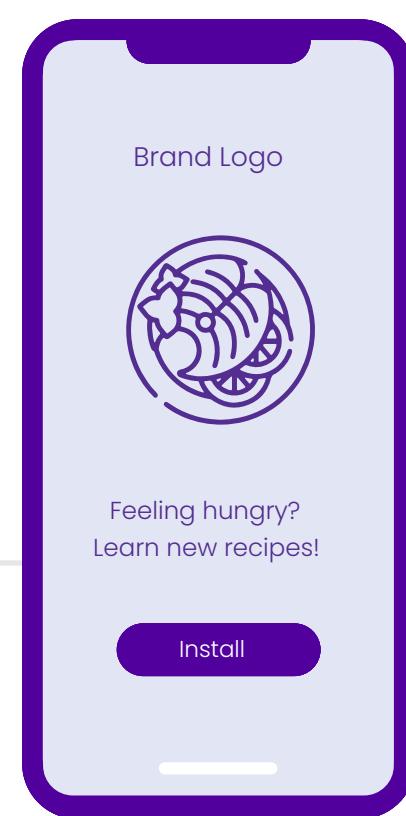# Creative Toolbox

Format Types

Native Ads

Video Ads

Static Ads

Dynamic Ads

Ad Requirements

Native Ads

Headline: max 25 char.
Text: max 90 char.
CTA: max 15 char.

The image should NOT have your logo or CTA: the assets are automatically combined by the app where the ad is shown.

Video Ads

Duration: 6-15 sec
Quality: Always HD
Max weight: 5 MB
Format: MP4
Sizes: Landscape & Portrait

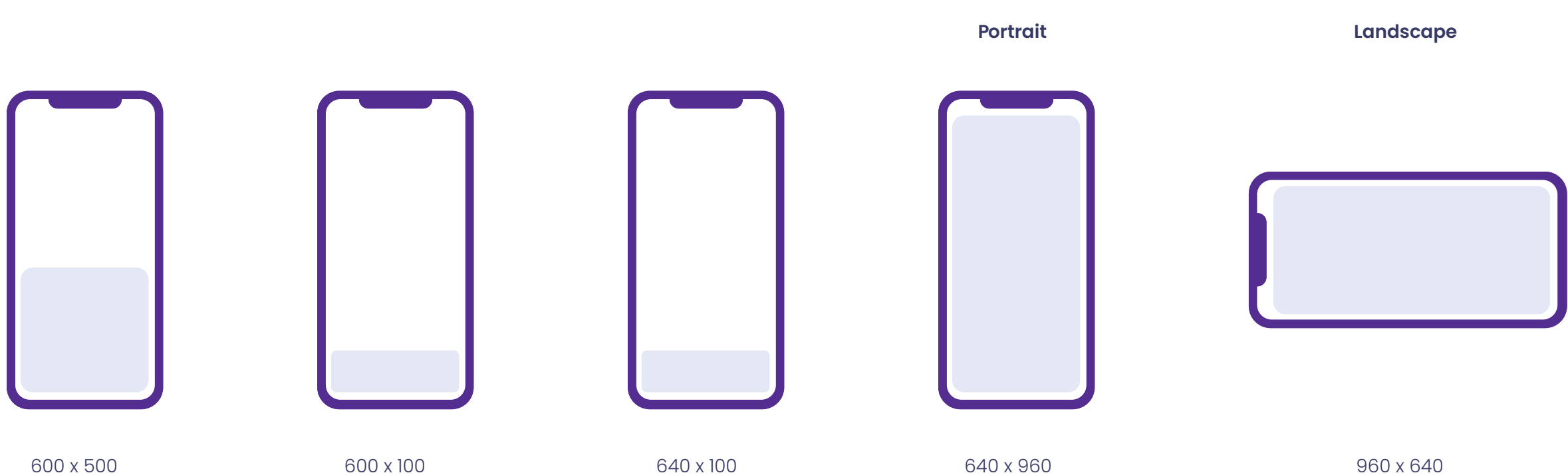Recommendation: logo should be always present.

Dynamic Ads

Headline: max 30 char.
Promo Text: max 90 char.
CTA: max 20 char.
Image: max file size 2MB JPG/PNG.

*If you are currently running Facebook Ads, you can use the same creative assets for Dynamics.

Static Ads

Editable PSD/AI files (make sure there are no missing/unlinked assets), raw images, logos, fonts.

Sizes - For Static & Dynamic Ads

Portrait

Landscape

600 x 500

600 x 100

640 x 100

640 x 960

960 x 640