

The IAB (Interactive Advertising Bureau), a consortium of digital advertising technology companies and end-users, has been working to establish standards for the programmatic advertising industry to facilitate performance and interoperability.

**When running B2B advertising campaigns, it's important to keep a few things in mind.**

B2B advertising often has different goals, and in particular different targeting models than B2C advertising. In particular, running very granular campaigns such as ABM (targeting specific companies) using contextual signals can result in extremely valuable impressions and clicks, but also very low reach. Also, B2B contextual advertising strategies often mean that you're trying to reach a select few publications where your audience is.

BrandGen is built to facilitate these types of campaigns with the flexibility of our targeting options, the pre-organization of contextual groups as well as our reach across all of the major SSPs (Supply Side Platforms - meaning that regardless of the ad network or networks that a publisher is using, we can likely reach that audience).

Below are the ad sizes recommended by BrandGen based on two parameters. The [IAB](#) (Interactive Advertising Bureau) establishes industry standards for advertising creative to promote interoperability between the ad-tech ecosystem and publishers. The IAB has recently released new standards based on research on end-user experiences and interactions with advertising. Therefore, there are ad sizes that are rarely in use today but that we recommend that you include in your ad mix to keep pace as adoption increases.

Not all publishers have standardized on these sizes yet, however, as many sell ads directly as well as through ad networks and have their own reasons to use a different set of ad sizes. BrandGen, therefore, researches daily volumes of ads actually served throughout the open-web advertising ecosystem to establish which sizes of ads are most likely to be needed today as well as moving forward. Because we have visibility across a vast number of ad placement transactions, we have the ability to discern other ad sizes that are also being served in addition to the IAB standardized sizes.

## Display Ads Specifications

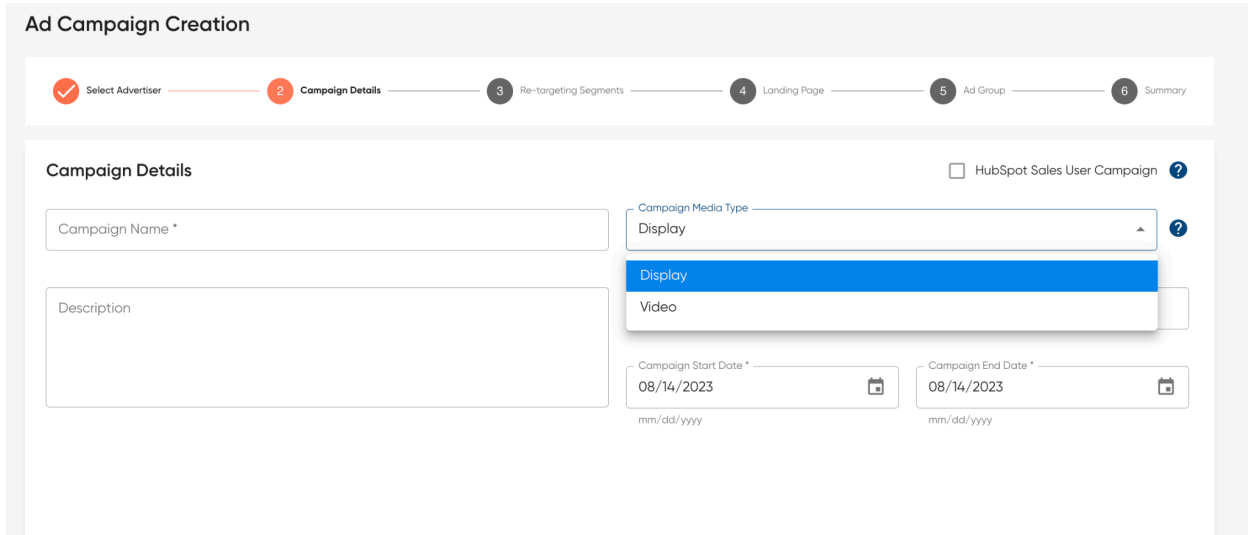
Since your reach may be small, you want to have every opportunity to bid on an ad-serving opportunity. Therefore you don't want to miss opportunities because you don't happen to have the right ad size in your ad set for a particular bid opportunity.

That's why we recommend that your designer produce ads per the sizes below to maximize the impact of your campaigns. Where it says Source IAB, these are recommendations of the IAB currently and will keep you future-proof as these sizes get adopted. The # of Serves Per Day is in Billions, the ad sizes are organized by the most prevalent serves so that you can prioritize your ad designs to map to the most likely ad-serving opportunities.

Name	Size	# of Serves Per day (B)	Source
Medium Rectangle	300 x 250	45.229	IAB
Smartphone Banner	320 x 50	44.311	IAB
	320 x 480	12.759	Most used based on data
Leaderboard	728 x 90	11.629	IAB
	300 x 600	4.888	Most used based on data
Skyscraper	160 x 600	3.376	IAB
	320 x 100	2.269	Most used based on data
Smartphone Banner	300 x 50	2.223	IAB
	480 x 320	2.146	Most used based on data
Billboard	970 x 250	1.453	IAB
	336 x 280	1.329	IAB
	250 x 250	0.793	Most used based on data
	120 x 600	0.546	Most used based on data
	768 x 1024	0.491	IAB
Mobile Leaderboard	468 x 60	0.482	Most used based on data
	970 x 90	0.416	IAB
	300 x 100	0.363	Most used based on data
Small Rectangle	120 x 60	0.079	IAB
Feature Phone - Small Banner	120 x 20	0.04	IAB

## Ad File Sizes

A general rule of thumb is to keep smaller display ads below 150 Kb and larger display ads below 250 Kb. We also recommend that static display ads be .PNG format. Animated GIFs can be uploaded by selecting Display upon Ad Campaign Creation.



## Ad Design

### *Logo and URL*

A Harvard study determined that display advertising drives search behavior. Many people won't click on an ad, but given enough impressions, if they become interested, at some point they'll perform a search that's driven by the ads.

"We develop a multivariate time series model to investigate the interaction between search and display ads...we find that display ads significantly increase search conversion...using both search and display ads also exhibit significant dynamics that improve their effectiveness and ROI over time. Finally, in addition to increasing search conversion, display ad exposure also increases search clicks."

Therefore, where possible, you want to make the transition to a search easy (ad size being the constraint). We recommend that you provide the company name/logo in your ads as well as the website URL.

## Skyscraper Ads

Skyscraper Ads (tall and thin), may have only the top part visible unless a viewer scrolls down. Therefore, we recommend that you put the main message and CTA near the top.

## Video Ads

You can select Video ads as an option in BrandGen.

Acceptable ads are less than 250MB in file size and are in .mp4, .mov, or .flv format.

- Dimensions:
  - Landscape/horizontal: 1280 × 720, 1920 × 1080, or 1440 × 1080
  - Portrait/vertical: 720 × 1280, 1080 × 1920, or 1080 × 1440
  - Square: 720 × 720, 1080 × 1080, 1920 × 1920
- Aspect ratio:
  - Landscape/horizontal: 16:9 or 4:3
  - Portrait/vertical: 9:16 or 3:4
- Codec: H.264
- Frame Rate: 23.98 or 29.97
- Bitrate: At least 20 Mbps
- Length: 15 or 30 seconds
- File size: Up to 1GB
- Black bars: No black bars
- Letterboxing: No letterboxing


### Audio:


- Codec: PCM (preferred) or AAC
- Bitrate: At least 192 Kbps
- Bit: 16 or 24 bit only
- Sample rate: 48 kHz
- Audio settings: Required
- Loudness aligned with IAB US spec of -24LKFS +/- 2LKFS (Campaign Manager 360 will normalize to target loudness of -24 LKFS)


### Companion creatives:

- Companion banner size 20K.
- Companion can be an image or HTML5.
- Companion banner animation time should be 15 seconds.
- Companion banner 18-24 FPS.
- Include 300 × 250, 728 × 90, and 300 × 60 companion banner options.

Ensure that you select Video as the campaign format so that you can upload video files toward the end of campaign creation.


HubSpot Sales User Campaign 

Campaign Media Type 

Display 


Display

Video

Campaign Start Date \* 

01/31/2024

mm/dd/yyyy

Campaign End Date \* 

01/31/2024

mm/dd/yyyy