

Tech Specs and FAQs for CTV

The following Asset specs and recommendations are for Video/CTV product. Product Technical Specifications can be found [here](#)

- 1 Brand Logo**
File type: jpg or png
Recommended image aspect ratio: square (1:1)
Min: Width 400px x Height 400px
Max: Width 1000px x Height 1000px
- 2 Brand name:** 30 characters
- 3 QR Caption:** 40 Characters
- 4 Destination Url/QR Landing page** or **QR Code with Destination URL embedded**
- 5 Caption:** 400 Characters (using the default font and text size)
- 6 Media:** Video
Video File type: mp4 or .mov
Recommended video ratio: 9:16
Min: Width 720px
Recommended height: 1080px
It is pertinent that the video file has the highest quality available
Recommended duration: 6s/15s/30s.



Tech Specs and FAQs for OLV

The following Asset specs and recommendations are for Video/OLV product.

1 Brand Logo

File type: jpg or png

Recommended image aspect ratio: square (1:1)

Min: Width 400px x Height 400px

Max: Width 1000px x Height 1000px

2 Brand name: 30 characters

3 CTA Text: Must not exceed 40 characters

4 Destination Url/CTA Button Landing page

5 Caption: Recommended length of less than 400 characters

6 Media: Video

Video File type: mp4 or .mov

Recommended video ratio: 9:16

Min: Width 720px

Recommended height: 1080px

It is pertinent that the video file has the highest quality available

Recommended duration: 6s/15s/30s.

