

# AD SPECS

## Display

Ad unit name	Dimensions (W x H in pixels)	Max File Weight GIF/JPG	Max File Weight HTML5	Animation	Alt Text (optional)	3rd Party	Image Rotation
Half Page	300×600 px	50 KB	200 KB	30 sec max	60 char. max	Yes	6 creatives max per campaign
Leaderboard	728×90 px	50 KB	200 KB	30 sec max	60 char. max	Yes	6 creatives max per campaign
Messaging Plus	300×250 px	50 KB	200 KB	30 sec max	60 char. max	Yes	6 creatives max per campaign
Super Leader	970×66 px	50 KB	200 KB	30 sec max	60 char. max	Yes	6 creatives max per campaign
Super Leader Large	970×90 px	50 KB	200 KB	30 sec max	60 char. max	Yes	6 creatives max per campaign
Mobile Standard Banner	320×50 px	50 KB	200 KB	30 sec max	60 char. max	Yes	6 creatives max per campaign

HTML5 accepted for standard display ads – see [HTML5 Guidelines](#)

All creatives must function uniformly on both Windows and Mac OS X operating systems as well as the following browsers: Internet Explorer, Firefox, Google Chrome and Safari for Mac OS X. If the rich media creatives will not display properly in a browser, a default GIF/JPG must be shown.

## Skybox

### Definition

The Skybox is a high-impact, premium video ad product that appears above the site header and spans the full width of the browser. Optimized for Desktop, Tablet and Mobile Web, the responsive nature of the unit allows for an advertiser's full creative assets to be visible regardless of the user's device.

Upon page load, the ad loads above the site content, including the navigation and header. As a user scrolls down the page, the Skybox creates a parallax effect, with the background image remaining pinned as the site content appears to overlay the ad.

The unit will collapse to a pinned full width ad, remaining present at the top of the page allowing users to scroll back to re-engage with the creative. On selected page types the unit will begin in the collapsed version on page load.

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The Skybox is designed with the flexibility to fit a range of client needs. The standard version displays a large static image that scales to the browser width. The unit can be customized with a static image or embedded video.

Expand state:

**LUND**  
THE ULTIMATE FISHING EXPERIENCE

**BUILD YOUR LUND BOAT**

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**Latest Fishing News**

- Z-Man Announces New ChatterBait Jack Hammer
- Connell Claims Bonus Bucks at Toyota Heavy Hitters
- Big Show's Florida Fishing Fallacies

**Fishing Videos**

Bass Fishing on Grass Flats with Hard Jerkbait | An Overlooked Option  
Mitch Anderson · 13h ago

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**Latest Fishing News**

- Z-Man Announces New ChatterBait Jack Hammer
- Connell Claims Bonus Bucks at Toyota Heavy Hitters
- Big Show's Florida Fishing Fallacies
- MLF Moves Final Bass Pro Tour Event to New Venue
- Gross Wins 2020 Elite Series Event on Eufaula
- Jordan Lee Wins Toyota Heavy Hitters on Toho
- Dixon Joins American Baitworks Company
- Navionics Adds Hi-Res Relief Shading to Platinum+ and HotMaps Platinum
- Asbery Named Marketing Director for American Tackle Company
- Cast n' Catch Mobile Video Game to Feature Live Pro Anglers
- Yo-Zuri Topwater Promotion Happening Now at Discount Tackle

**Fishing Videos**

Bass Fishing on Grass Flats with Hard Jerkbait | An Overlooked Option  
Mitch Anderson · 13h ago

**More Headlines**

Giveaways  
<https://www.wired2fish.com/news/cast-n-catch-mobile-video-game-to-feature-live-pro-anglers/>

Summer Fishing  
Switch it up: Use Your Bass Gear to

## Technical Specification

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Item	Specification
Dimensions	Height and width adjustable to user display
File Format	PSD Template (using embedded smart objects)
Video	16:9 ratio. Uncompressed, 1920x1080 ProRes .MOV file preferred
Template Layout Export Sizes	2280x450, 2280x150, 1520x450, 1520x150, 800x450 (video poster), 800x450 (video endcard), 800x450 (mobile expand), 800x150 (mobile collapsed)
Additional Assets	Layered PSD, custom fonts, vector logos, style guides
Linking URL	An active URL must be provided and cannot exceed 128 characters

Download the PSD template:

[Skybox PSD Template](#)

For additional creative design instructions [watch this video](#).

## Submission Instructions

Photoshop PSD template can be either client supplied to spec or built by CBSi's in-house Design Team using client's creative direction. Final development as a rich media ad unit must take place at CBSi as this unit is site-served only.

## Deadlines:

A kick-off meeting with the CBSi Creative Designer, Account Coordinator, and Rich Media contact is required 7 business days prior to launch. If the submitted creative does not conform to the above specifications, it will not be placed online and may result in a delayed launch date.

Contacts	
Questions about this opportunity	Please contact your CBS Interactive representative.
Technical questions about your creative	E-Mail <a href="mailto:AdSpecQuestions@cbsinteractive.com">AdSpecQuestions@cbsinteractive.com</a> .

**Sports** Skybox Examples:

- [wired2fish.com](http://wired2fish.com)
- [cbssports.com](http://cbssports.com)
- [maxpreps.com](http://maxpreps.com)
- [247sports.com](http://247sports.com)

**Tech** Skybox Examples:

- [cnet.com](http://cnet.com)

**News** Skybox Examples:

- [cbsnews.com](http://cbsnews.com)

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## Video - CBS Interactive Hosted

I. CBSI Hosted Video and Audio	
Item	Specification
Dimensions	Minimum resolution of 1280x720 No Black bars
Frame Rate	Frame Rate: 23.98, or 29.97 Color Space: 4:2:2 Constant frame rate only Remove any pull-down added for broadcast Please make content progressive using adaptive de-interlace with no frame blending
Codec(s)	MOV (H.264 High Profile) Apple prores 422 or Apple prores 422HQ Interlaced video is not accepted
Video Bit Rate	Constant Bit Rate 15-30 Mbps
Min Size	No minimum as long as asset meets resolution and bit rate requirements
Max Size	10 GB
Slates	Video must be submitted without leaders (i.e leaders, slates, countdowns).
Duration	CBSi Accepts a variety of length creatives, standards include :15, :30, :60*, :90*. <i>Any odd length creative, please contact your CBSi Sales Representative,</i>  <i>*Anything longer than a :30 can only run in midroll inventory.</i>
Audio	2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate, <b>Audio Loudness Average:</b> -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard <b>Max Peak:</b> Should be between -8db and -10db never to exceed -6db
Timeline	3-5 business days traffic and testing lead-time from the receipt of the final asset

II. Billboard (Only available in certain instances)	
Item	Specification
Client Created	Please follow Specifications in Section I  Max Duration: :05 (Five Seconds)
CBSi Created	Please provide a 1280x720 jpg (Only static assets accepted)
III. Important Notes Specific to Billboards	

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- Billboards are specific assets to the purchase of full episode sponsorships, any other use case, please contact your CBSi Sales Representative.
- Billboards must be CBSi Hosted
- All general notes from section IV (Four) apply to billboards.
- Companion assets can be appended to billboards, just like video, however, they are not required

## IV. Important Notes General to CBSi hosted assets

- "Fourth-party" wrapping of any billing pixel is not allowed.
- All tags must be SSL compliant. Client must provide https tags and assets (instead of http)
- Max creatives: 10
- CBSi cannot accept two :15 second spots from the same or different brand(s) to form a :30 second commercial. Each brand's advertisement should stand alone and represent one commercial.
- Metrics provided to advertisers: Impressions, Clicks, Completion Rate, Time Spent Viewing and CTR.

## V. Companion (Not Required)

Item	Specification	
Companion Ad  Added value placement. Only available for buys that include Desktop executions	Dimensions	300w x 60h
	Maximum File Size	100KB
	File Format	JPG / GIF / Standard Redirects / Iframes (Some site restrictions apply to all formats)  Required for JPG/GIF: Define the source type as StaticResource creativeType="image/gif" or "image/jpeg"
Additional Specs	1x1 tagging is accepted for site served assets.	

## VI. General Notes

Tracking Available	<p>CBSi is able to run the full host of IAB tracking metrics. Including but not limited to:</p> <ul style="list-style-type: none"> <li>• Impression</li> <li>• Quartile Tracking: 25%, 50%, 75%, 100%</li> <li>• Clicks</li> <li>• Mute/Un-mute</li> <li>• Full screen</li> </ul>
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<b>Ad validation</b>	<ul style="list-style-type: none"> <li>• Blocking of video delivery is strictly prohibited by CBSi</li> <li>• 1x1 tracking tags are accepted for monitoring only (No Java Script)</li> <li>• Viewability can only be tracked via Vendor integration and is desktop only</li> <li>• 1x1 tracking of viewability available. Measured via Google, based on MRC definition (50% pixels for 2 consecutive seconds)</li> </ul>
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Contacts	
Questions about this opportunity	Please contact your CBS Interactive representative.
Technical questions about your creative	email: cbsisalesvideo@cbsinteractive.com

## Video - 3<sup>rd</sup> Party VAST Specs

All assets for sponsored content must use the "CBS Interactive Hosted Video In-Stream Ad with Companion" specifications

I. Video	
Item	Specification
	<i><b>Please note:</b> Different Codecs have different requirements. For ease of use, this document has been color coded to provide specific specs for each codec requirement. Please refer to the same color for any specifics surrounding the codec in question. Any specifications in black, are shared amongst all required codecs.</i>
<b>Dimensions</b>	<b>All videos should be in a HD aspect Ratio (16:9)</b> Specific dimensions below. Video will auto-scale correctly
<b>Frame Rate</b>	Frame Rate: 23.98, or 29.97 Constant frame rate only No de-interlacing with no frame blending Remove any pull-down added for broadcast
<b>Codec</b>	<b>Mezzanine File - .mov (H.264 High Profile)</b> <b>mp4 (high profile)</b> <b>webm (VP8 or VP9)</b>
<b>Duration</b>	CBSi Accepts a variety of length creatives, standards include :15, :30, :60*, :90*. Any Tag submitted must contain creative of all the same length.  <i>For example, if a tag contains a :15, it must only contain a :15, but can rotate up to 10 creatives. If 30s are part of the creative rotation, they must be submitted in a second tag, that only contains 30 second creative (Max rotation of 10). *Assets longer than :30 are only available for mid roll inventory..</i>
<b>Audio</b>	<ul style="list-style-type: none"> <li>• <b>(Mezzanine File) 2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate,</b></li> <li>• <b>(mp4 assets) 2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate,</b></li> <li>• <b>(webm assets) 2 Channels only, VP8 or VP9 Codec, 128 KBPS minimum, 16 bit, 48 kHz Sample Rate</b></li> <li>• Audio Loudness Average: -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard</li> </ul>

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	<ul style="list-style-type: none"> <li>Max Peak: Should be between -8db and -10db never to exceed -6db</li> </ul>						
<b>All Assets below this line are required to be present in the VAST tag</b>							
<b>VAST Transcodes:</b>  <i>*Referred to in IAB specs as "Media Files" section 2.3.1.3 on page 29*</i>	<b>Bit Rate</b>	<b>Codecs Accepted</b>	<b>Min Dimensions</b>	<b>Max File Size</b>			<b>Use Cases</b>
	15 – 30 Mbps	H.264 (High Profile)	1920x1080	1.7 GB Max			Mezzanine File Required for SSAI Environments
<b>Required Assets</b>	<b>Bit Rate</b>	<b>Codecs Accepted</b>	<b>Min Dimensions</b>	<b>Max File Size Based on duration</b>			<b>Use Cases</b>
	2,100 kbps +/- 50 kbps	H.264 (High Profile)	1024x576	:15	:30		High bandwidth users
<i>Continued from above</i>	<b>Bit Rate</b>	<b>Codecs Accepted</b>	<b>Min Dimensions</b>	<b>Max File Size</b>			<b>Use Cases</b>
	1,500 kbps +/- 50 kbps	H.264 (High Profile)	960x540	:15	:30		Standard asset for most users and pre roll
<b>VAST Transcodes:</b>  <i>*Referred to in IAB specs as "Media Files" section 2.3.1.3 on page 29*</i>	750 kbps +/- 50 kbps	H.264 (High Profile)	768x432	1.8MB	3.5MB		Standard asset for most users and pre roll
	375 kbps +/- 50 kbps	H.264 (High Profile)	640x360	1MB	2MB		Low bandwidth users
	2000 kbps +/- 50 kbps	WebM (VP8 or VP9)	1920x1080	4MB	8MB		Older Browser Versions, high bandwidth
	700 kbps +/- 50 kbps	WebM (VP8 or VP9)	854x480	2MB	4MB		Older Browser Versions
	<b>Required Assets</b>	360 kbps +/- 50 kbps	WebM (VP8 or VP9)	640x360	1MB	2MB	
<b>All Assets above this line are required to be present in the VAST tag</b>							

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II. VPAID Assets (Desktop Only)								
VPAID	Type	Bit Rate	Codecs Accepted	Min Dimensions	Max File Size			Use Cases
					:15	:30		
Specs for .mp4 asset within the .JS VPAID assets listed here	Video	700 kbps +/- 50 kbps	Java Script only	854x480	2MB	4MB		Custom creative development
	Audio	<ul style="list-style-type: none"> <li>• mp4 Asset Only</li> <li>• 2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate,</li> <li>• Audio Loudness Average: -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard</li> <li>• Max Peak: Should be between -8db and -10db never to exceed -6db</li> </ul>						
III. Important Notes Specific to VPAID								
<ul style="list-style-type: none"> <li>• VPAID Assets are only available for use in the desktop environment</li> <li>• CBSi only accepts Java Script for VPAID asset. Flash assets are not supported.</li> </ul>								

IV. Important Notes General to third party served assets
<ul style="list-style-type: none"> <li>• VAST 3.0 and VAST 2.0 are supported; VAST 1.1 is not supported.</li> <li>• "Fourth-party" wrapping of a VAST tag or any billing pixel within it, is not allowed.</li> <li>• All tags must be SSL compliant. Client must provide https tags and assets (instead of http)</li> <li>• Ad server Creative ID required in VAST XML</li> <li>• Creatives in rotation should be limited to a max of 10.</li> <li>• Max file weight for odd length creative should follow sizing pattern based on the :15,:30, &amp; :60 durations listed.</li> </ul>

V. Companion (Not Required)	
Item	Specification
Companion Ad  Added Value Placement. Only available for buys that include Desktop executions.	<b>Dimensions</b> 300w x 60h 300w x 250h - for CBSSports.com only
	<b>Maximum File Size</b> 100KB
	<b>File Format</b> JPG / GIF / Standard Redirects / Iframes (Some site restrictions apply to all formats)  Required for JPG/GIF: Define the source type as StaticResource creativeType="image/gif" or "image/jpeg"



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<b>Additional Specs</b>	<ul style="list-style-type: none"> <li>• 1x1 tagging is accepted for site served assets.</li> <li>• Reporting for companions, within the VAST response, will only be available from the host server. It will not be reported on via CBSi ad server reporting.</li> <li>• It is preferred to have companions loaded into the VAST response.</li> </ul>
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<b>VI. Tracking</b>	
<b>Tracking Available</b>	CBSi is able to run the full host of IAB tracking metrics. Including but not limited to: <ul style="list-style-type: none"> <li>• Impression</li> <li>• Quartile Tracking: 25%, 50%, 75%, 100%</li> <li>• Clicks</li> <li>• Mute/Un-mute</li> <li>• Full screen</li> </ul>
<b>Ad validation</b>	<ul style="list-style-type: none"> <li>• Blocking of video delivery is strictly prohibited by CBSi</li> <li>• 1x1 tracking tags are accepted for monitoring only (No Java Script)</li> <li>• Viewability can only be tracked via Vendor integration and is desktop only</li> <li>• 1x1 tracking of viewability available. Measured via Google, based on MRC definition (50% pixels for 2 consecutive seconds)</li> </ul>

**Submission Instructions**

Please submit the VAST tag via e-mail to your CBS Interactive representative.

**Deadlines:**

CBS Interactive requires that all creative be submitted 3-5 business days prior to launch date.