

IGSTORIES VIDEOS

Assets specs accepted by Connected-Stories:

- **Duration:** 10" - 60"
- **Dimensions:** 1080x1920 px
- **Aspect ratio:** 9:16 - 16:9
- **Size:** 5MB - 250MB.
- **File Types:** .mp4 - .mov

- **Overlay Types:** .png /300dpi
- **Graphic Layout:** .ai - .psd /300dpi - font .otf

Audio specs accepted by Connected-Stories:

- **Audio:** can be added to static video formats as long as advertisers have legal rights to reuse the audio files of choice. Copyright free audio can be added to the static videos without limitations.
- **Autoplay:** Audio OFF
- **Click to Play:** Audio On or Off will depend on publisher/network and the browser.

Trafficking Connected-Stories ad tags:

- **Full Redirect:** Connected-Stories format can be exported as VPAID tags or MRAID tags (in-app)

3rd party tracking accepted by Connected-Stories:

- **Impression Trackers:** All IAB certified 3rd party trackers are accepted such as: DCM, Sizmek, Weborama, etc.
- **Click tags:** Accepted click tags include simple urls, utm enriched urls, jump tags, click tracking urls
- **Ad Verification Tags:** Moat - IAS - Double Verify
- **Custom Event Tracking:** Availability upon request

Click on thumbnail to go
to the Live Preview

