

LG Ads

# *Ad Specs*



# Display Ad Specs

## Mobile/Tablet Full-Screen Display

LG Ads supports interstitial ads on tablet and mobile apps. An interstitial ad is a full screen advertisement that may be displayed during launch on in between content

Interstitial Display Ads will be site served by LG Ads. Assets needed are single static images along with tracking pixels. A 1x1 pixel for tracking impressions and a click-tracking pixel for tracking clicks need to be provided.



Device	Dimension	Max Size	Submission Lead Time	Tracking
Phone	320x480	200kB raw asset OR 3rd party JS tag	7 business days	1st party, 3rd party with 1x1 pixel OR 3rd party JS tag
Tablet	768x1024 1024x768			

## Desktop or Mobile Web Banners

Device	Dimension	Max Size	Submission Lead Time	Tracking
Desktop/ Mobile Web	300 x 250 768x90	200kB raw asset OR 3rd party JS tag	7 business days	1st party, 3rd party with 1x1 pixel OR 3rd party JS tag
Desktop	160 x 600			

# Video Ad Spec

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<b>File Format</b>	MP4 (preferred), MOV, FLV / VAST 2.0 / VPAID 2.0 (only for Desktop)
<b>Aspect Ratio</b>	16:9
<b>Dimensions</b>	640x360, 1280x720, 1920x1080
<b>Frame Rate</b>	29-30 fps (preferred) or 24-25 fps
<b>Bitrate</b>	600+ KBPS (for Mobile/Desktop), 1500+ KBPS (for CTV video)
<b>Codec</b>	H.264
<b>Duration</b>	15s, 30s, 60s and 90s also supported (limited)
<b>Max File Size</b>	30MB raw asset OR 3rd party VAST without size limit
<b>Close Button</b>	No, not required
<b>Video</b>	User initiated
<b>Tracking</b>	1st party, 3rd party with 1x1 pixel OR 3rd party VAST/VPAID JS tag
<b>Submission Lead Time</b>	7 business days

## Ad Serving and tracking for all

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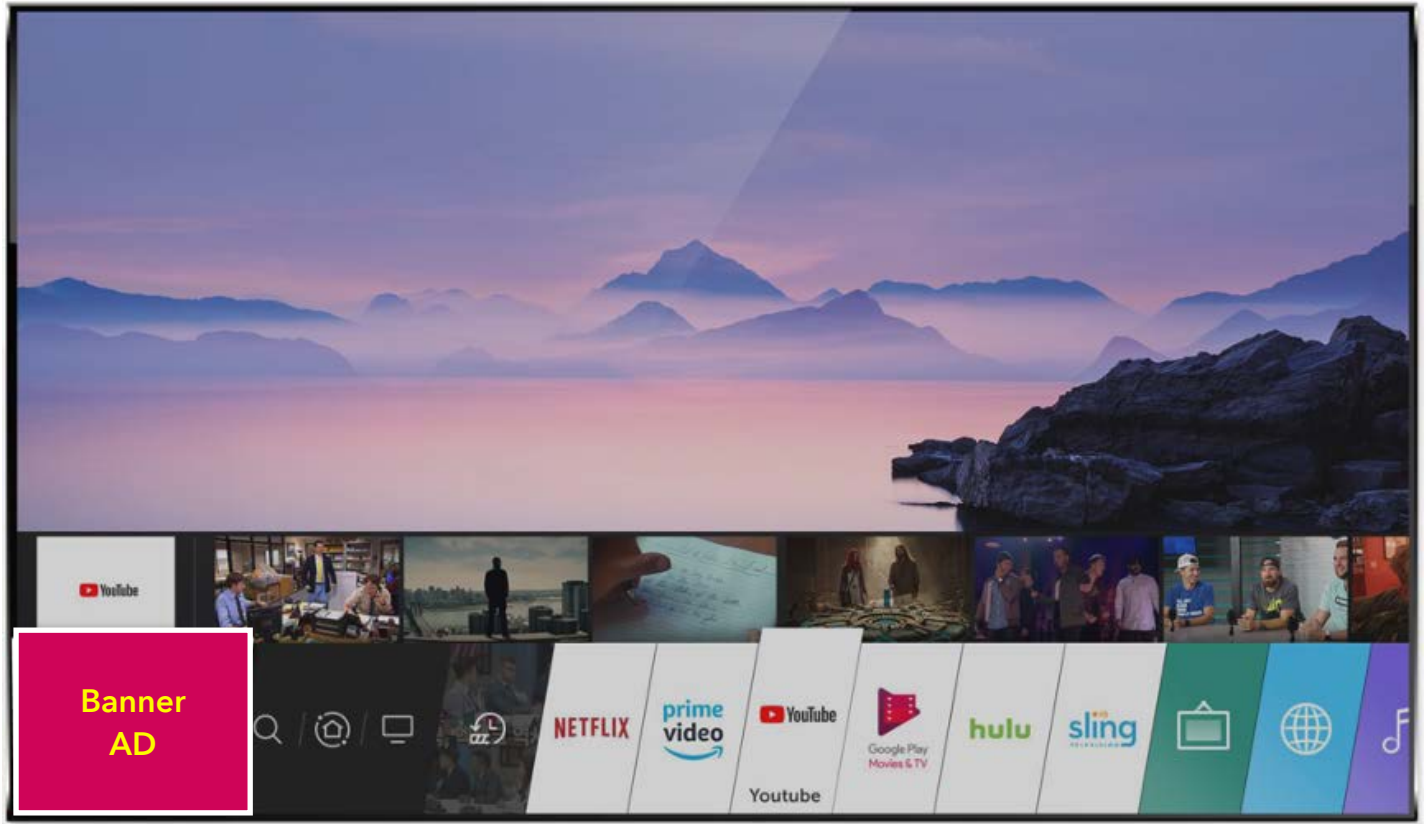
**Option 1** – LG Ads (Site) served with Standard 1x1s (Impression Tag + quartile tracking tag + Click Tag)

**Option 2** - 3rd party Tags



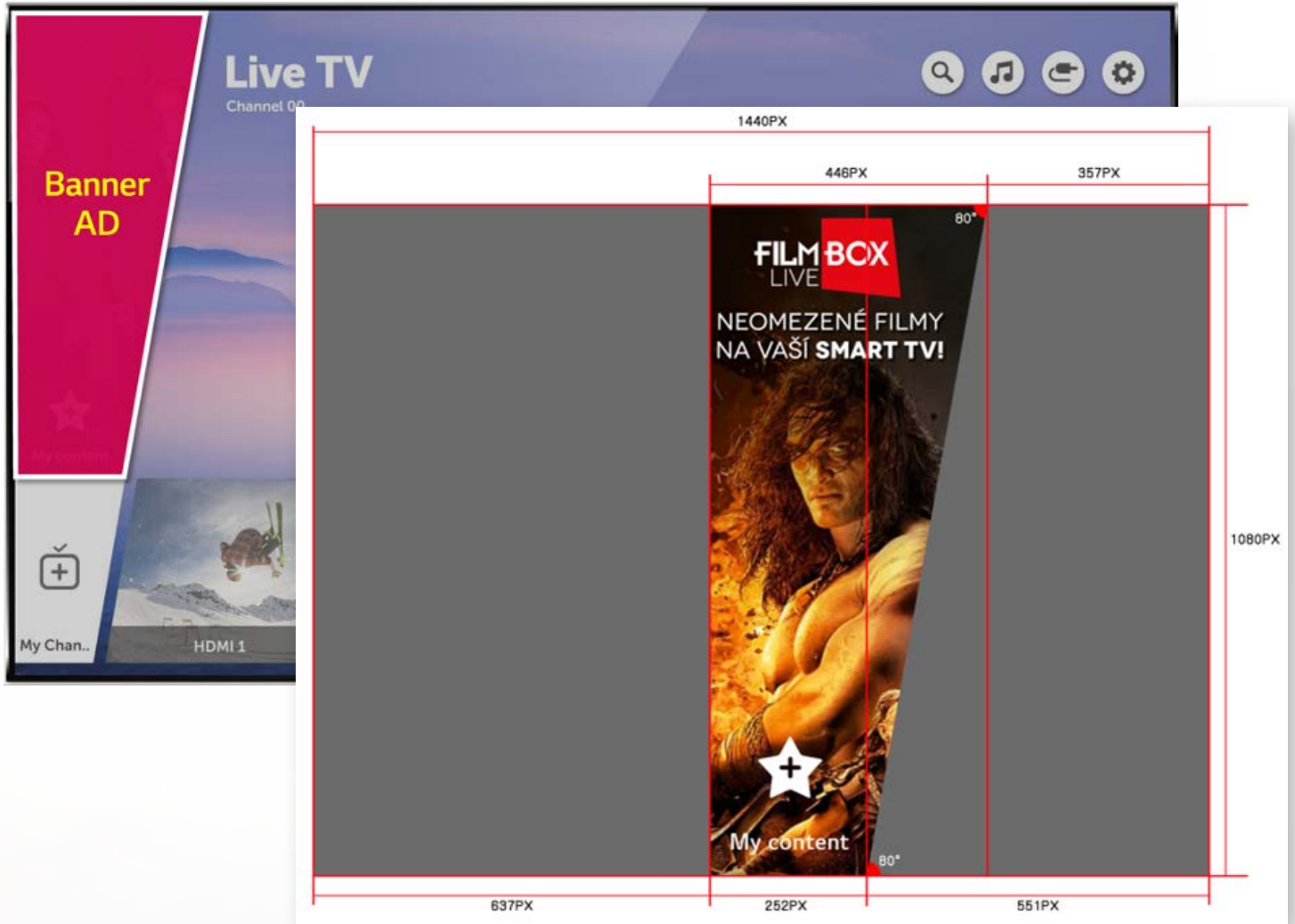
# Native Ad Spec

## LG CTV Home Launcher



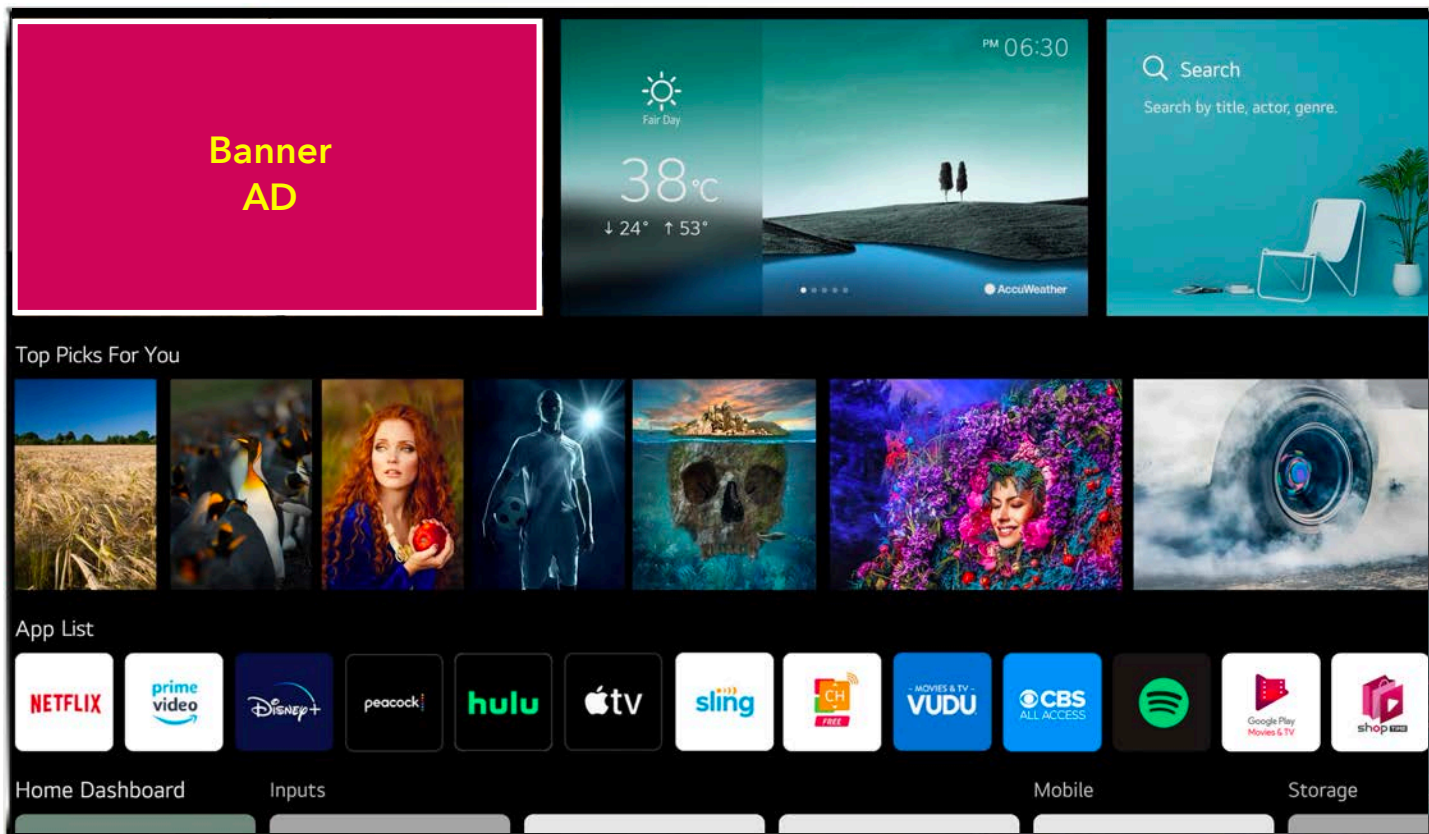
<b>File Format</b>	PNG/JPG
<b>Dimensions</b>	300x250
<b>Available Interaction</b>	Click to App Click to DeepLink Click to Web Click to Overlay Click to Video
<b>Max File Size</b>	150kb
<b>Notes</b>	Please avoid small font of the ad unit
<b>Submission Lead time</b>	7 business days
<b>Tracking</b>	1st party, 3rd party using 1x1 pixel (without action/redirect)

# LG CTV Wedge Ad Units



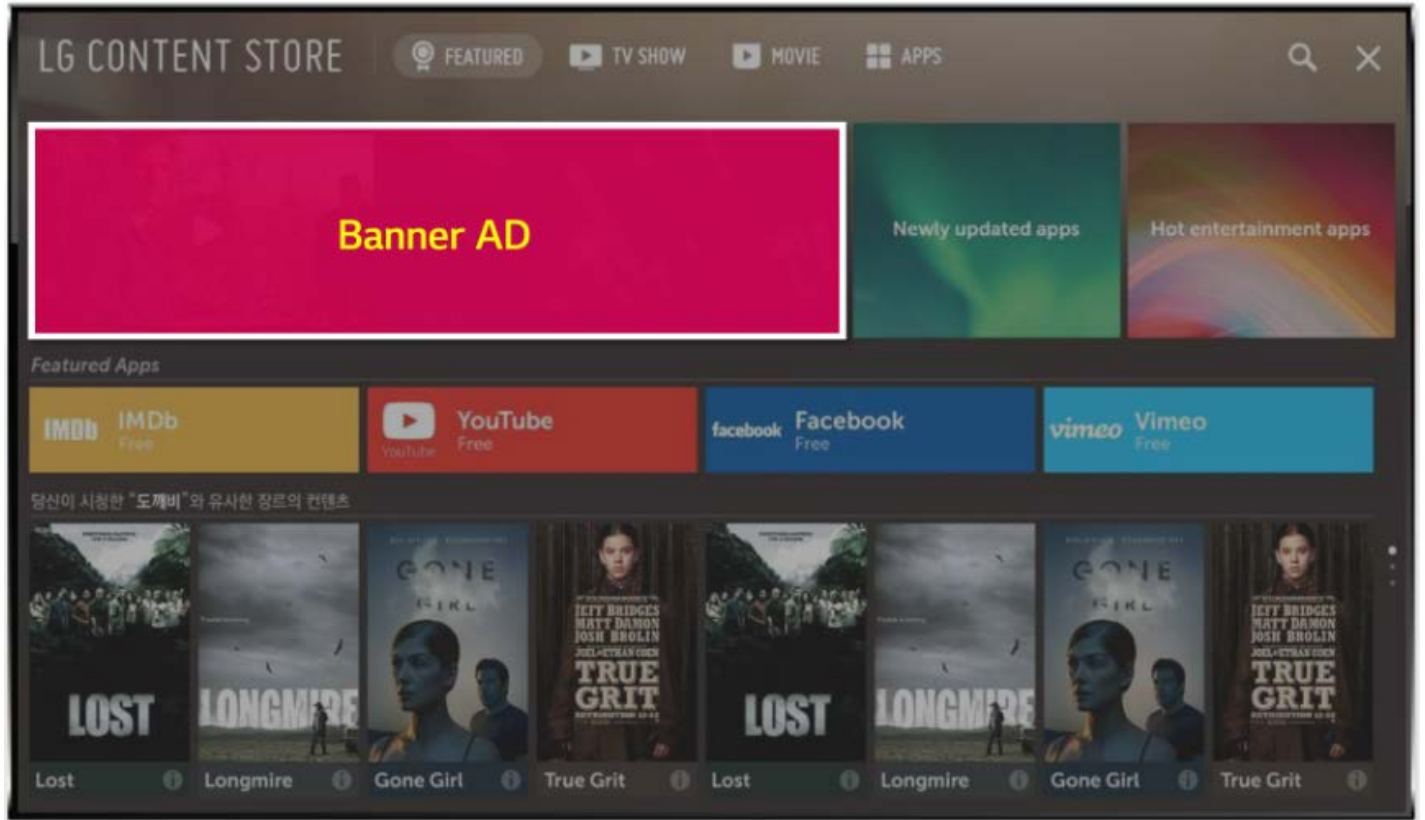
<b>File Format</b>	PNG/JPG
<b>Dimensions</b>	1440×1080
<b>Available Interaction</b>	<ul style="list-style-type: none"> <li>Click to App</li> <li>Click to DeepLink</li> <li>Click to Web</li> <li>Click to Overlay</li> <li>Click to Video</li> </ul>
<b>Max File Size</b>	4 MB
<b>Notes</b>	Please use the accompanying image to position text ad content on the image so that the right area is in view
<b>Submission Lead time</b>	7 business days
<b>Tracking</b>	1st party, 3rd party using 1x1 pixel (without action/redirect)

# LG CTV Hero Ad Units



<b>File Format</b>	PNG/JPG
<b>Dimensions</b>	1354x762
<b>Available Interaction</b>	Click to App Click to DeepLink Click to Web Click to Overlay Click to Video
<b>Max File Size</b>	4 MB
<b>Notes</b>	N/A
<b>Submission Lead time</b>	7 business days
<b>Tracking</b>	1st party, 3rd party using 1x1 pixel (without action/redirect)

# LG CTV Content Store Native Tiles



<b>File Format</b>	PNG/JPG
<b>Dimensions</b>	970x250
<b>Available Interaction</b>	<ul style="list-style-type: none"> <li>Click to App</li> <li>Click to DeepLink</li> <li>Click to Web</li> <li>Click to Overlay</li> <li>Click to Video</li> </ul>
<b>Max File Size</b>	150kb
<b>Notes</b>	Avoid adding text to the bottom of the image/banner
<b>Submission Lead time</b>	7 business days
<b>Tracking</b>	1st party, 3rd party using 1x1 pixel (without action/redirect)