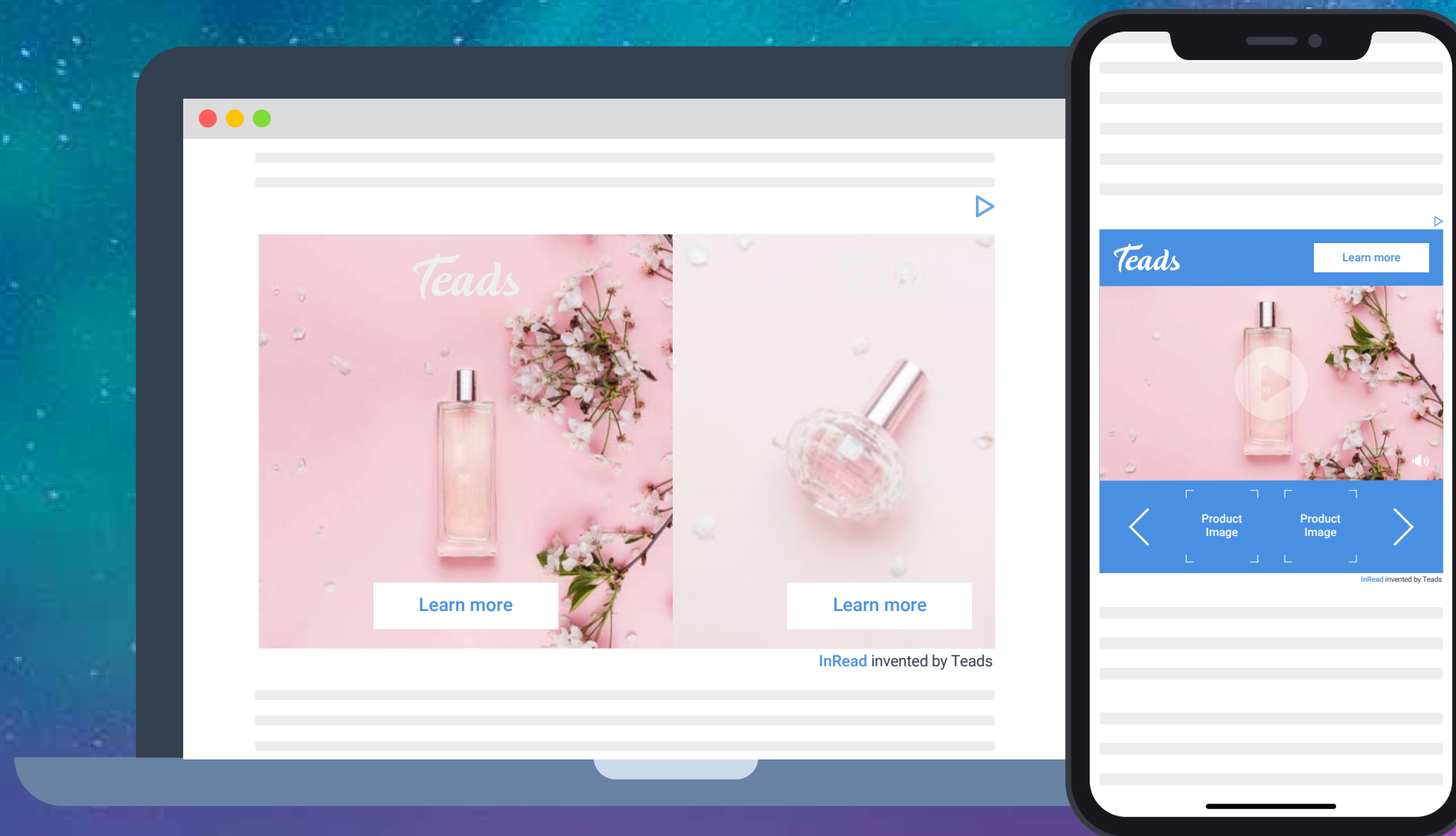


# Teads STUDIO Formats



Teads

# Teads<sup>STUDIO</sup> FORMATS *Video*

VIDEO FORMATS	DESKTOP	TABLET	MOBILE
ENDCARD LANDSCAPE	✓	✓	✓
ENDCARD SQUARE		✓	✓
VIDEO OVERLAY V1	✓	✓	✓
VIDEO OVERLAY V2	✓	✓	✓
SKIN LANDSCAPE	✓	✓	✓
SKIN SQUARE		✓	✓
SKIN VERTICAL		✓	✓
VIDEO SCROLLER (SQ / V)		✓	✓
SHOPPABLE LANDSCAPE V1	✓	✓	✓
SHOPPABLE LANDSCAPE V2	✓	✓	✓
SHOPPABLE SQUARE V1		✓	✓
SHOPPABLE SQUARE V2		✓	✓

↓ DOWNLOAD PSD TEMPLATE\*

\*Please use the PSD template provided to build your creative.  
We will only accept assets loaded into the PSD template,  
exported and returned to Teads.

## Video

File Type: .mp4

### Max File Size

100MB

## Image

File Type: .jpg & .png

### Max File Size

200KB

## DETAILS

## Video

Ratio: 16:9

Size: 960 x 540px

## End Card Image

Size: 960 x 540px

Max Logo Size: 320 x 90px

## Video duration

Mobile: max. 15 sec

Desktop: max. 30 sec

## CTA (Call-To-Action)

Size: 280 x 70px

Font Size: 28px

Teads STUDIO  
FORMATS *Video*

Format Size

960 x 540 px

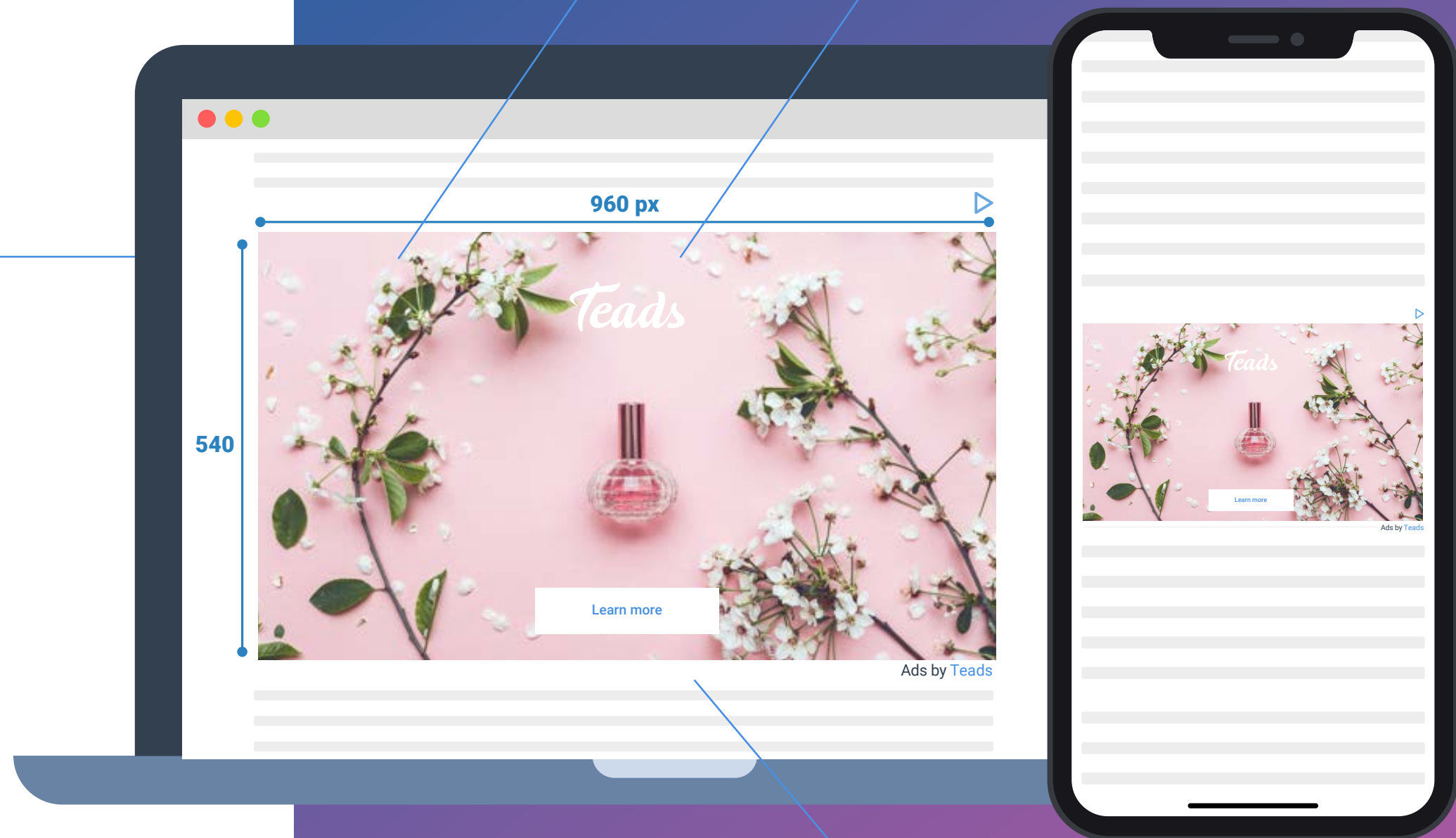


ENDCARD  
LANDSCAPE

PREVIEW  
LINK

VISIBLE AREA

LOGO



CTA

Teads

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### Video

File Type: .mp4

#### Max File Size

100MB

### Image

File Type: .jpg & .png

#### Max File Size

200KB

### DETAILS

### Video

Ratio: 1:1

Size: 720 x 720px

### End Card Image

Size: 720 x 720px

Max Logo Size: 320 x 90px

### Video duration

Mobile: max. 15 sec

### CTA (Call-To-Action)

Size: 280 x 70px

Font Size: 28px

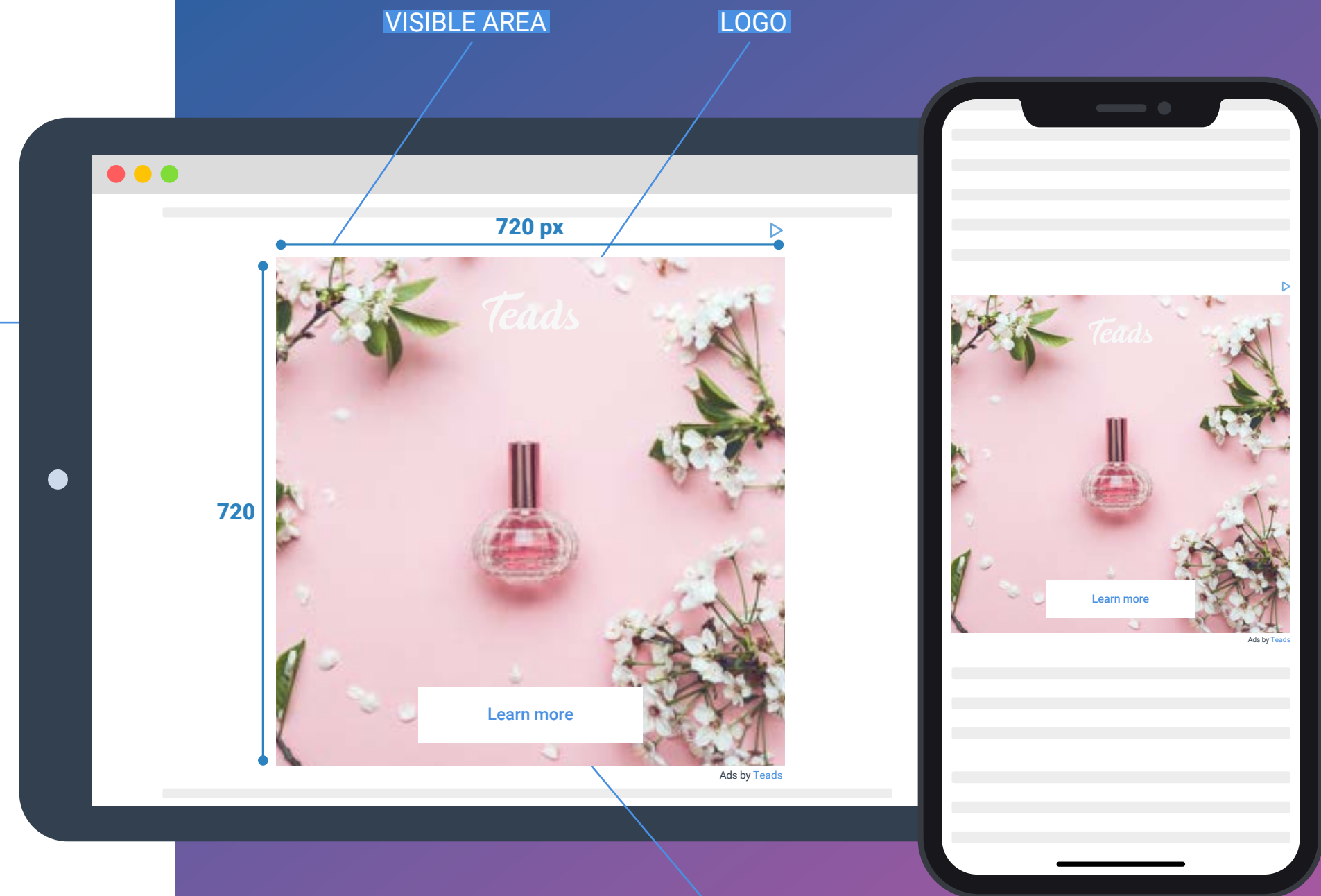
Teads STUDIO  
FORMATS *Video*

Format Size

720 x 720 px



ENDCARD  
SQUARE  PREVIEW  
LINK



Teads



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## Video

File Type: .mp4

### Max File Size

100MB

## Skin

File Type: .jpg & .png

### Max File Size

200KB

## DETAILS

## Video

Ratio: 16:9

Size: 960 x 540px

## Image

Max Logo Size: 260 x 60px

Overlay Size: 960 x 100px

## End Card Image

Size: 960 x 540px

## Video duration

Mobile: max. 15 sec

Desktop: max. 30 sec

## CTA (Call-To-Action)

Size: 260 x 60px

Font Size: 24px

## Content

Copy Size: 32px

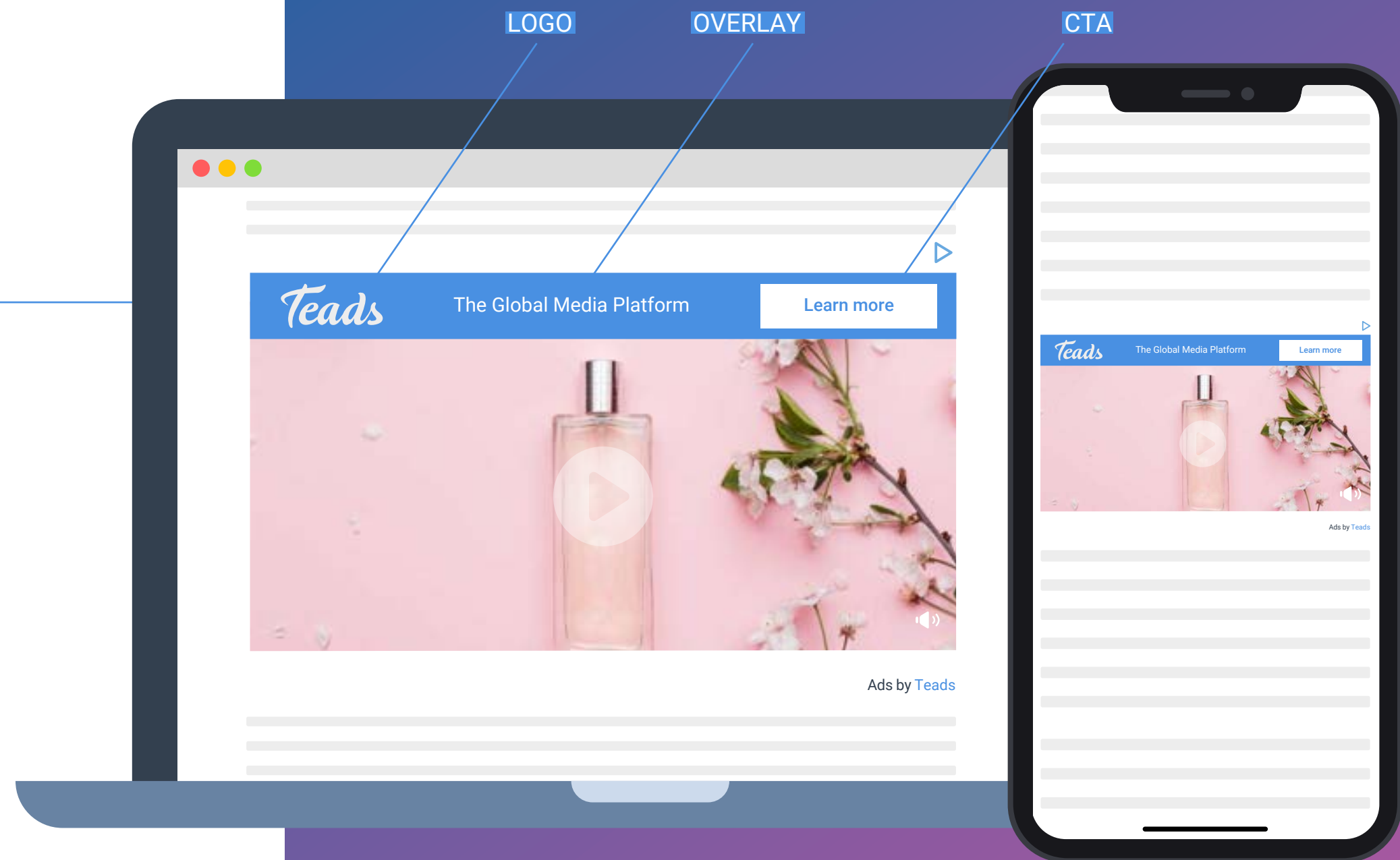
Teads <sup>STUDIO</sup>  
FORMATS *Video*

VIDEO  
OVERLAY V1

PREVIEW  
LINK

Format Size

960 x 540 px



Teads

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exported and returned to Teads.

## Video

File Type: .mp4

### Max File Size

100MB

## Skin

File Type: .jpg & .png

### Max File Size

200KB

## DETAILS

## Video

Ratio: 16:9

Size: 960 x 540px

## Image (1, 2)

Max Logo Size: 260 x 60px

Overlay Size: 960 x 80px

Change to Image (2) after 3s.

## End Card Image

Size: 960 x 620px

## Video duration

Mobile: max. 15 sec

Desktop: max. 30 sec

## CTA (Call-To-Action)

Size: 260 x 60px

Font Size: 24px

CTA: optional

## Content

Copy Size: 32px

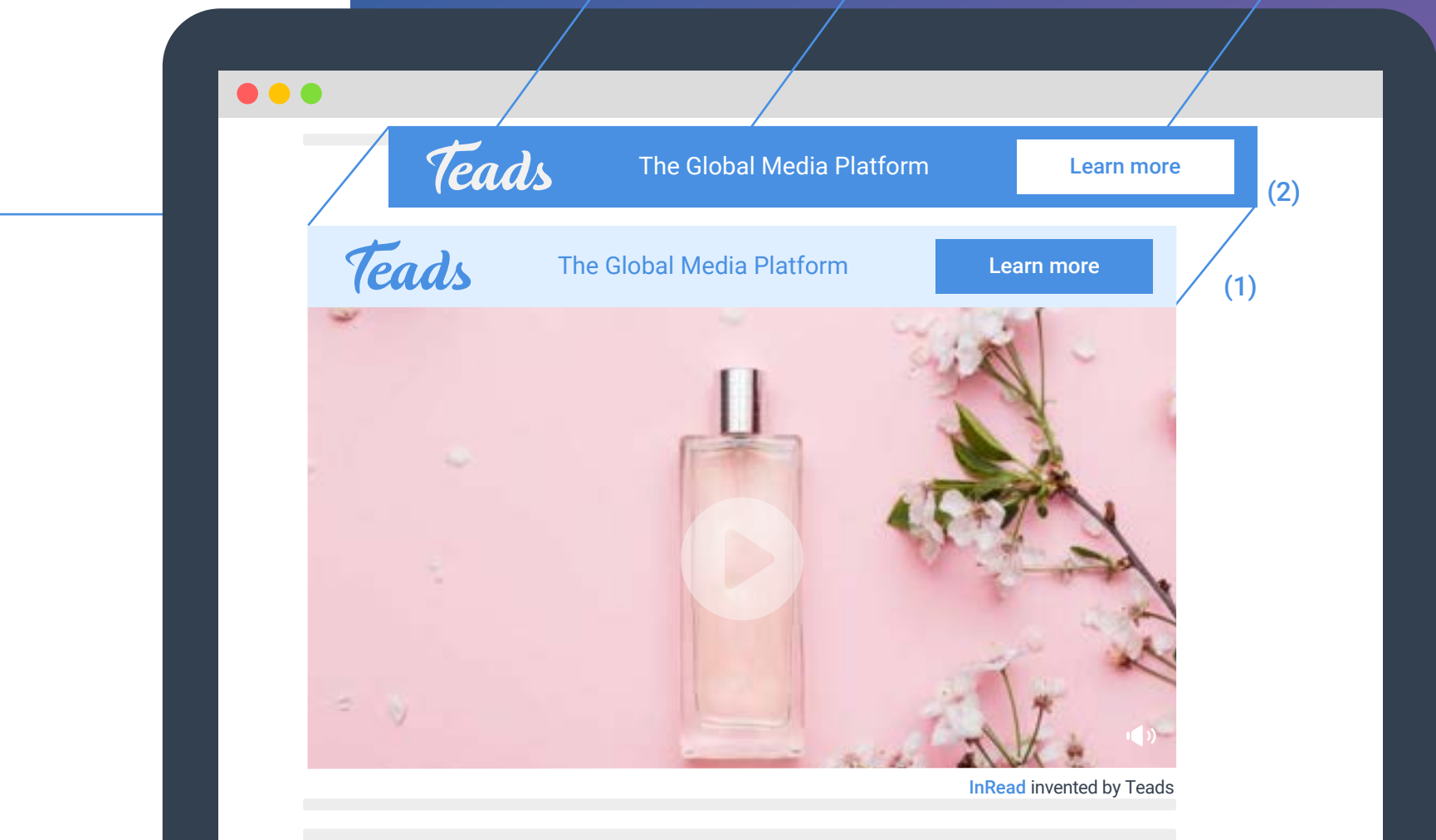
Teads <sup>STUDIO</sup>  
FORMATS *Video*

VIDEO  
OVERLAY V2

PREVIEW  
LINK

Format Size

960 x 620 px



Teads

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We will only accept assets loaded into the PSD template,  
exported and returned to Teads.

## Video

File Type: .mp4

### Max File Size

100MB

## Skin

File Type: .jpg & .png

### Max File Size

200KB

## DETAILS

## Video

Ratio: 16:9

Min Size: 640 x 360px

## Image

Max Logo Size: 260 x 60px

Background Image Size: 960 x 540px

## End Card Image

Size: 960 x 540px

## Video duration

Mobile: max. 15 sec

Desktop: max. 30 sec

## CTA (Call-To-Action)

Size: 260 x 60px

Font Size: 24px

## Content

Copy Size: 40px

Max. Characters Including Spaces: 30

## Format Size

960 x 540 px

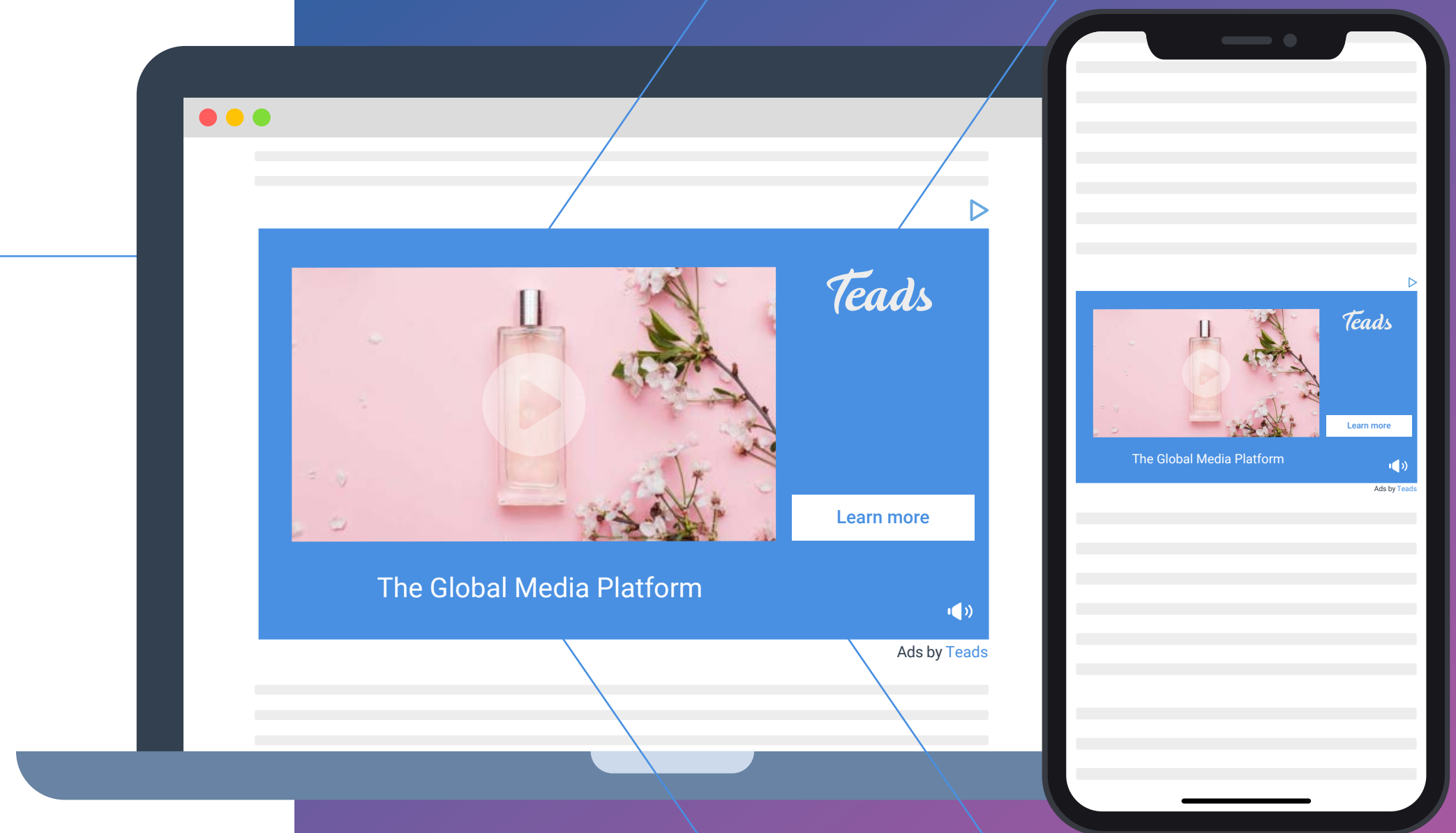


Teads <sup>STUDIO</sup>  
FORMATS *Video*

SKIN  
LANDSCAPE  PREVIEW  
LINK

BACKGROUND IMAGE

LOGO



CONTENT

CTA

Teads

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### Video

File Type: .mp4

### Max File Size

100MB

### Skin

File Type: .jpg & .png

### Max File Size

200KB

### DETAILS

### Video

Ratio: 16:9

Size: 720 x 405px

### Image

Max Logo Size: 320 x 90px

Background Image Size: 720 x 720px

### End Card Image

Size: 720 x 720px

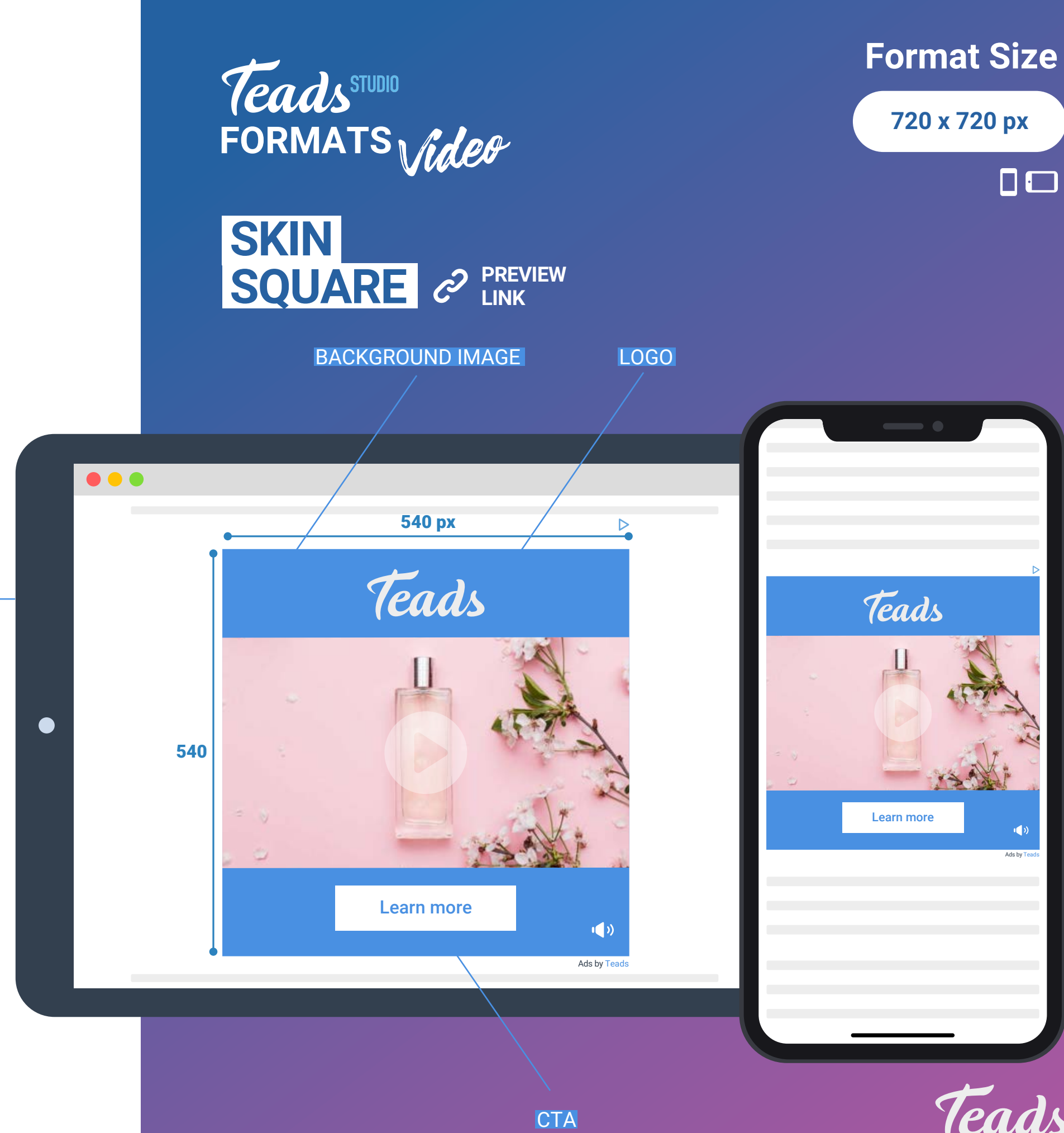
### Video duration

Mobile: max. 15 sec

### CTA (Call-To-Action)

Size: 280 x 70px

Font Size: 28px



Teads



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## Video

File Type: **.mp4**

### Max File Size

100MB

## Skin

File Type: **.jpg & .png**

### Max File Size

200KB

## DETAILS

## Video

Ratio: **9:16**

## Image

Max Logo Size: **320 x 90px**

Background Image Size: **540 x 960px**

## End Card Image

Size: **540 x 960px**

## Video duration

Mobile: **max. 15 sec**

## CTA (Call-To-Action)

Size: **280 x 70px**

Font Size: **28px**

## Format Size

540 x 960 px



Teads STUDIO  
FORMATS *Video*

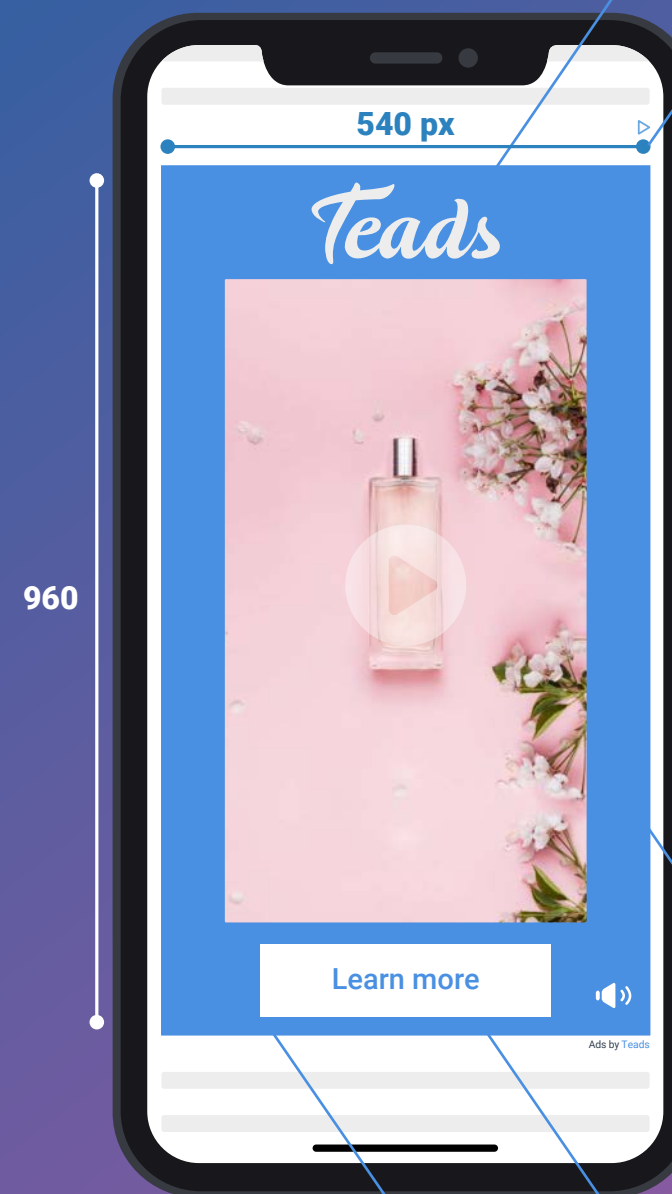
SKIN  
VERTICAL



PREVIEW  
LINK

LOGO

VIEWABLE AREA



CTA

BACKGROUND IMAGE

VIDEO

Teads

↓ DOWNLOAD PSD TEMPLATE\*

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We will only accept assets loaded into the PSD template,  
exported and returned to Teads.

## Video

File Type: .mp4

### Max File Size

100MB

### DETAILS

## Video

Ratio: 7:16

Size: 700 x 1600px

## Viewable Area of the Ad

700 x 1244px

### VARIATIONS

## Also available in other sizes

**Square** (with viewable area - 700 x 700px)

Teads STUDIO  
FORMATS *Video*

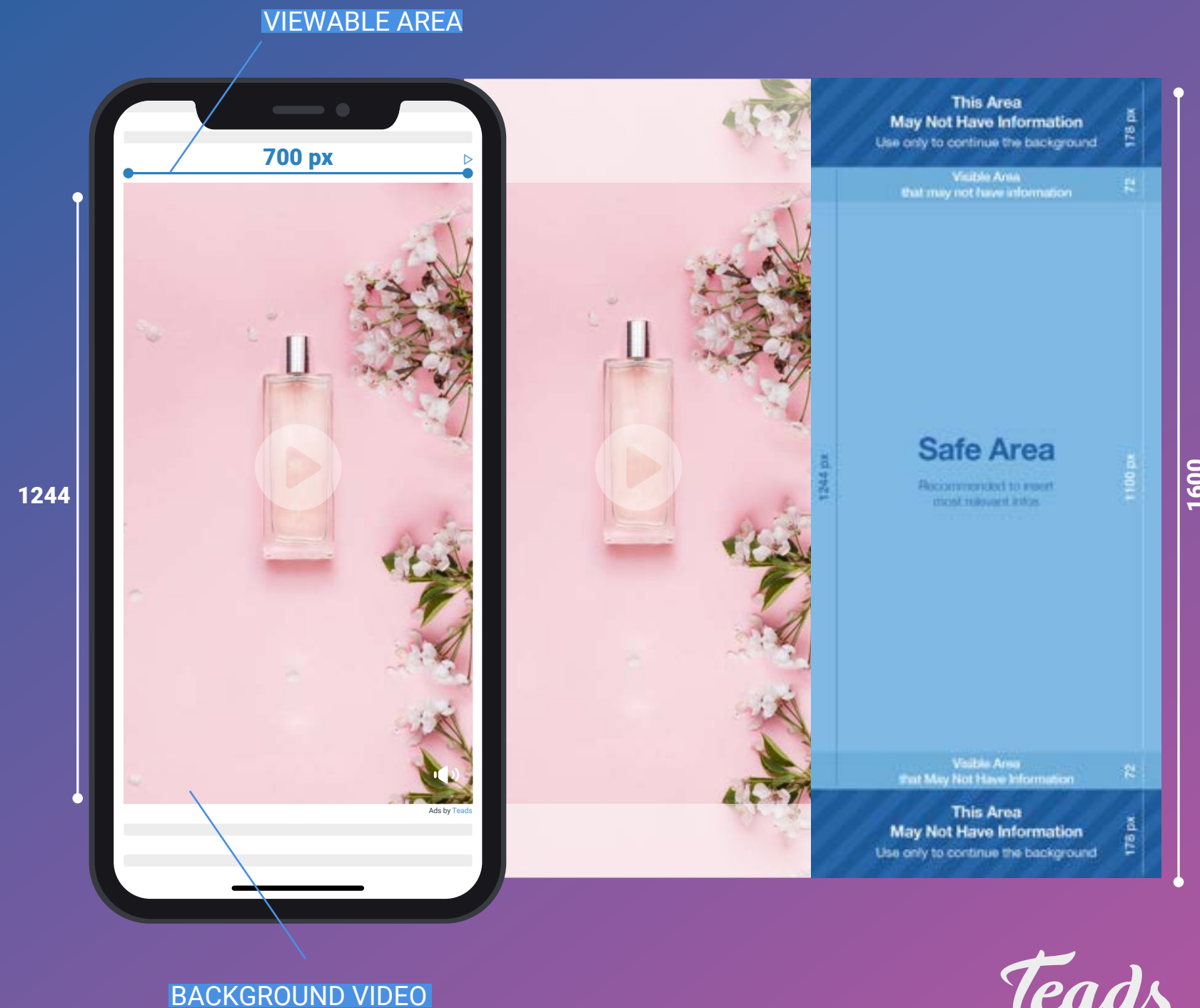
Format Size

700 x 1600 px



# VIDEO SCROLLER VERTICAL

[PREVIEW LINK](#)



Teads

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## Video

File Type: **.mp4**

### Max File Size

100MB

## Skin

File Type: **.jpg & .png**

### Max File Size

200KB

## DETAILS

## Video

Ratio: **16:9**

Size: **min. 580 x 326px**

## Image

Max Logo Size: **320 x 90px**

Product Max Size: **200 x 200px**

*With transparent background (.png)*

Max Number of Products: **4**

Background Image Size: **960 x 540px**

## Content

Headline Max Size: **40px**

*Max. Characters Including Spaces: 30*

## Video duration

Mobile: **max. 15 sec**

Desktop: **max. 30 sec**

## CTA (Call-To-Action)

Size: **280 x 70px**

Font Size: **28px**

## End Card Image

Fullscreen End Card: **960 x 540px**

*Covering all ad, including the carousel*

Teads <sup>STUDIO</sup>  
FORMATS *Video*

Format Size

960 x 540 px



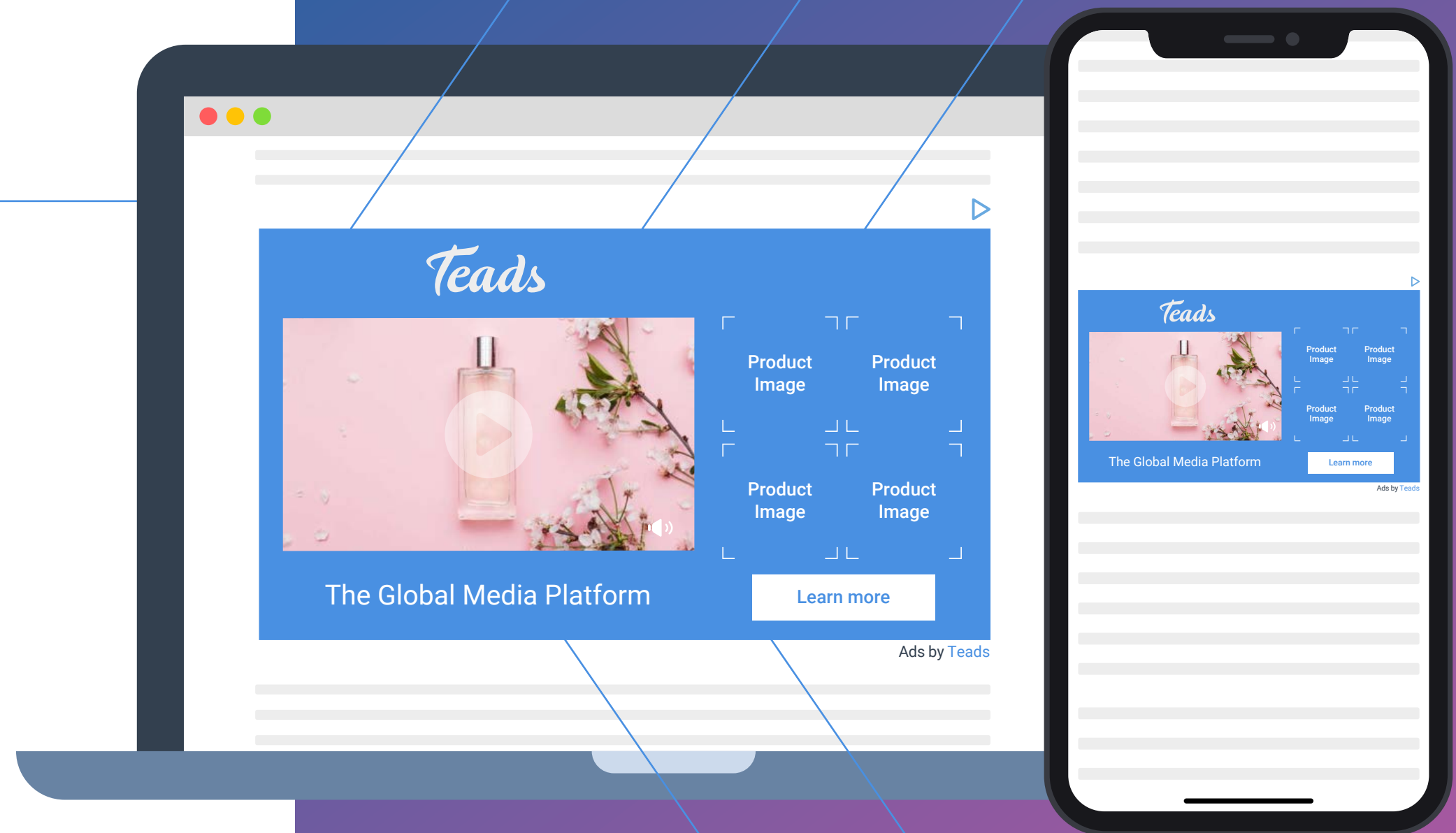
SHOPPABLE  
LANDSCAPE V1

PREVIEW  
LINK

BACKGROUND IMAGE

LOGO

PRODUCTS



CONTENT

CTA

Teads

↓ DOWNLOAD PSD TEMPLATE\*

\*Please use the PSD template provided to build your creative.  
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exported and returned to Teads.

## Video

File Type: **.mp4**

### Max File Size

100MB

## Skin

File Type: **.jpg & .png**

### Max File Size

200KB

## DETAILS

## Video

Ratio: **16:9**

Size: **min. 580 x 326px**

## Image

Max Logo Size: **320 x 90px**

Product Max Size: **200 x 200px**  
*With transparent background (.png)*

Max Number of Products: **Min 3, Max 8 products**

Background Image Size: **960 x 540px**

## Content

Headline Max Size: **40px**  
*Max. Characters Including Spaces: 30*

## Video duration

Mobile: **max. 15 sec**

Desktop: **max. 30 sec**

## CTA (Call-To-Action)

Size: **280 x 70px**

Font Size: **28px**

## End Card Image

Fullscreen End Card: **960 x 540px**  
*Covering all ad, including the carousel*

## Format Size

960 x 540 px



Teads <sup>STUDIO</sup>  
FORMATS *Video*

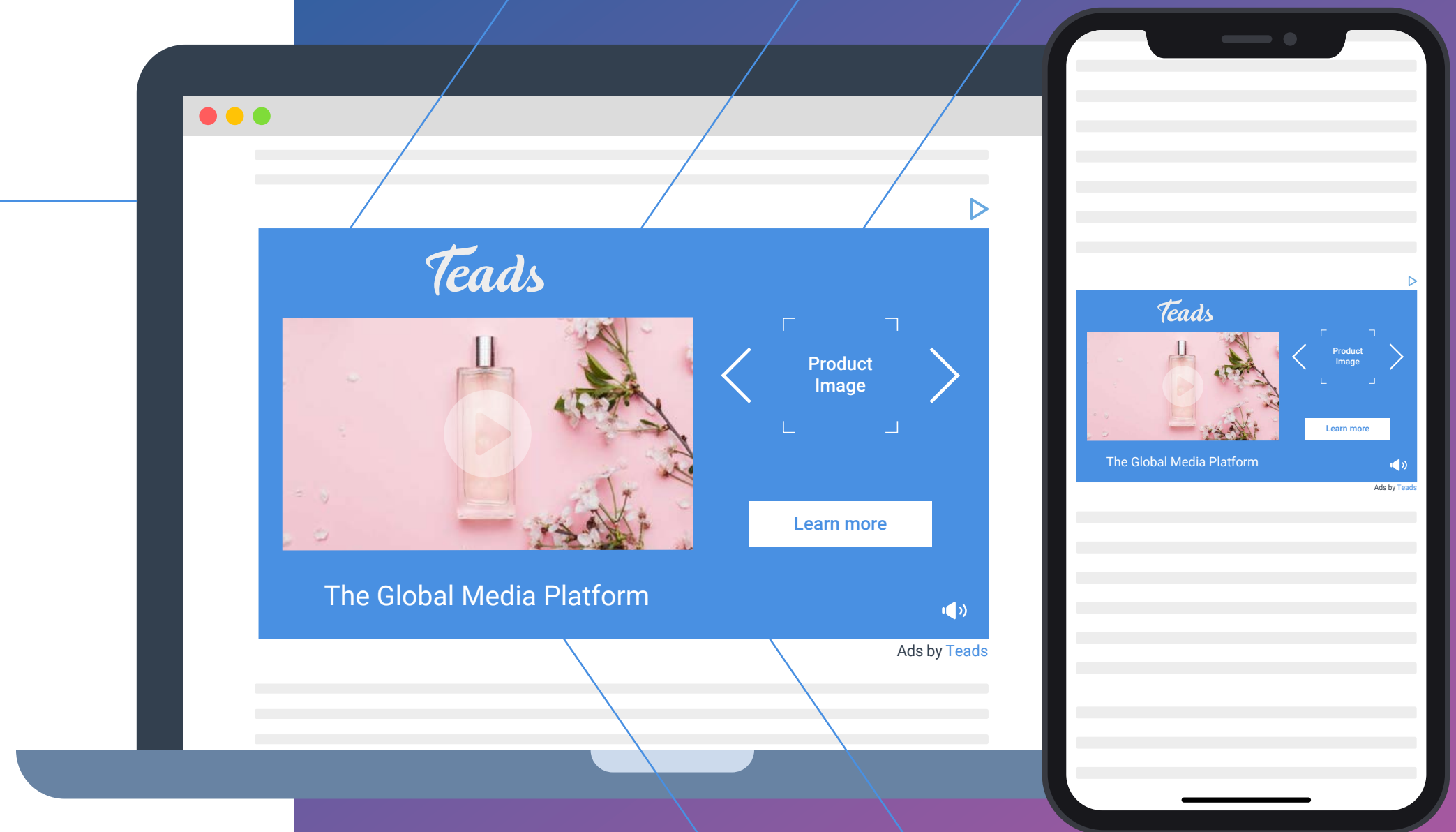
SHOPPABLE  
LANDSCAPE V2

PREVIEW  
LINK

BACKGROUND IMAGE

LOGO

PRODUCTS



CONTENT

CTA

Teads



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## Video

File Type: .mp4

### Max File Size

100MB

## Skin

File Type: .jpg & .png

### Max File Size

200KB

## DETAILS

## Video

Ratio: 16:9

Size: 720 x 405px

## CTA (Call-To-Action)

Size: 260 x 60px

Font Size: 24px

## End Card Image

Fullscreen End Card: 720 x 720px

Covering all ad, including the carousel

## Video duration

Mobile: max. 15 sec

## Image

Max Logo Size: 260 x 60px

Product Max Size: 150 x 150px

With transparent background (.png)

Max Number of Products:

Max 3 products

Background Image Size:

720 x 720px

Teads <sup>STUDIO</sup>  
FORMATS *Video*

Format Size

720 x 720 px

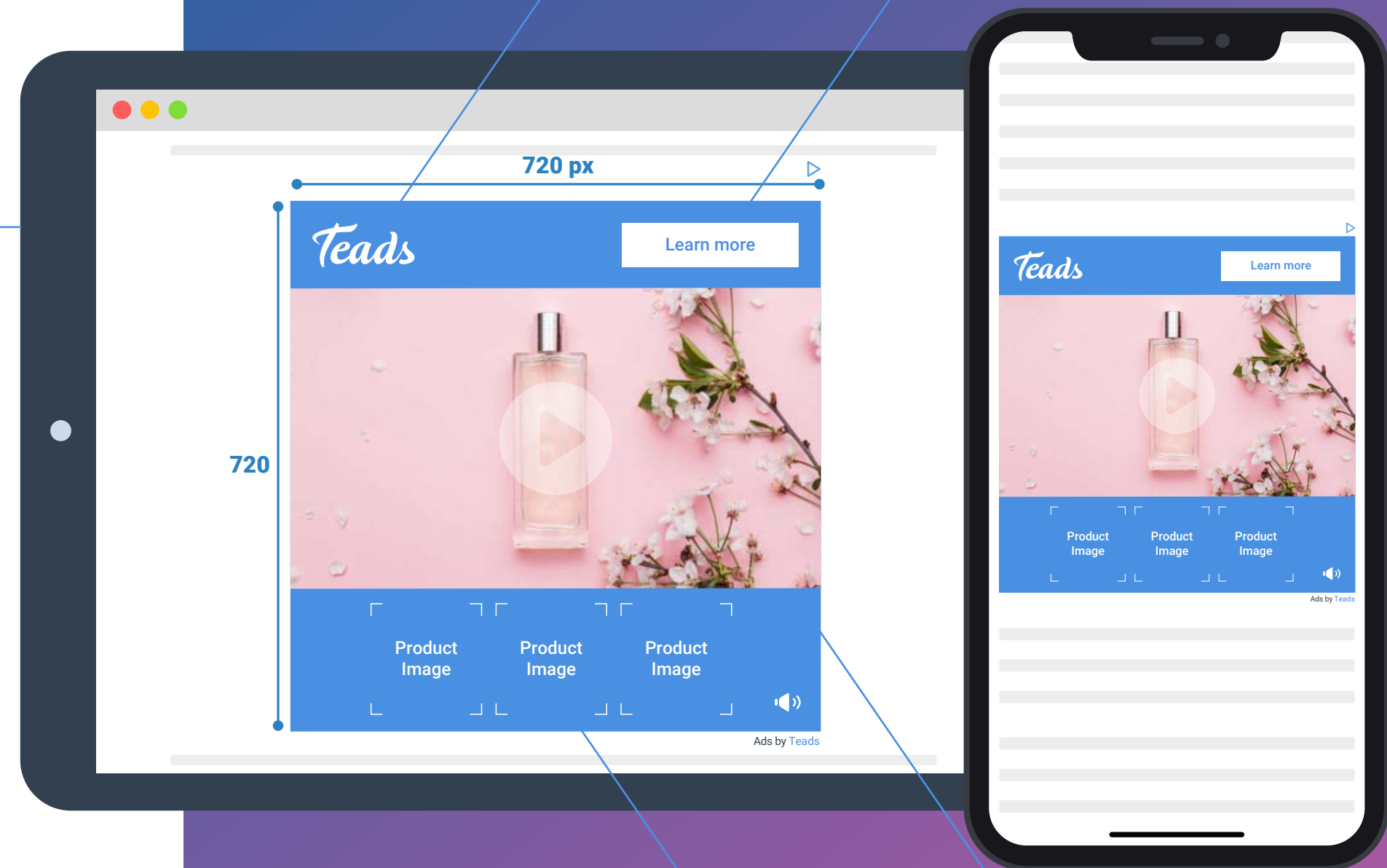


SHOPPABLE  
SQUARE V1

PREVIEW  
LINK

LOGO

CTA



PRODUCTS

BACKGROUND IMAGE

Teads

↓ DOWNLOAD PSD TEMPLATE\*

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## Video

File Type: .mp4

### Max File Size

100MB

## Skin

File Type: .jpg & .png

### Max File Size

200KB

## DETAILS

## Video

Ratio: 16:9

Size: 720 x 405px

## CTA (Call-To-Action)

Size: 260 x 60px

Font Size: 24px

## End Card Image

Fullscreen End Card: 720 x 720px

Covering all ad, including the carousel

## Video duration

Mobile: max. 15 sec

## Image

Max Logo Size: 260 x 60px

Product Max Size: 150 x 150px

With transparent background (.png)

Max Number of Products:

Min 3, Max 8 products

Background Image Size:

720 x 720px

Teads STUDIO  
FORMATS *Video*

Format Size

720 x 720 px

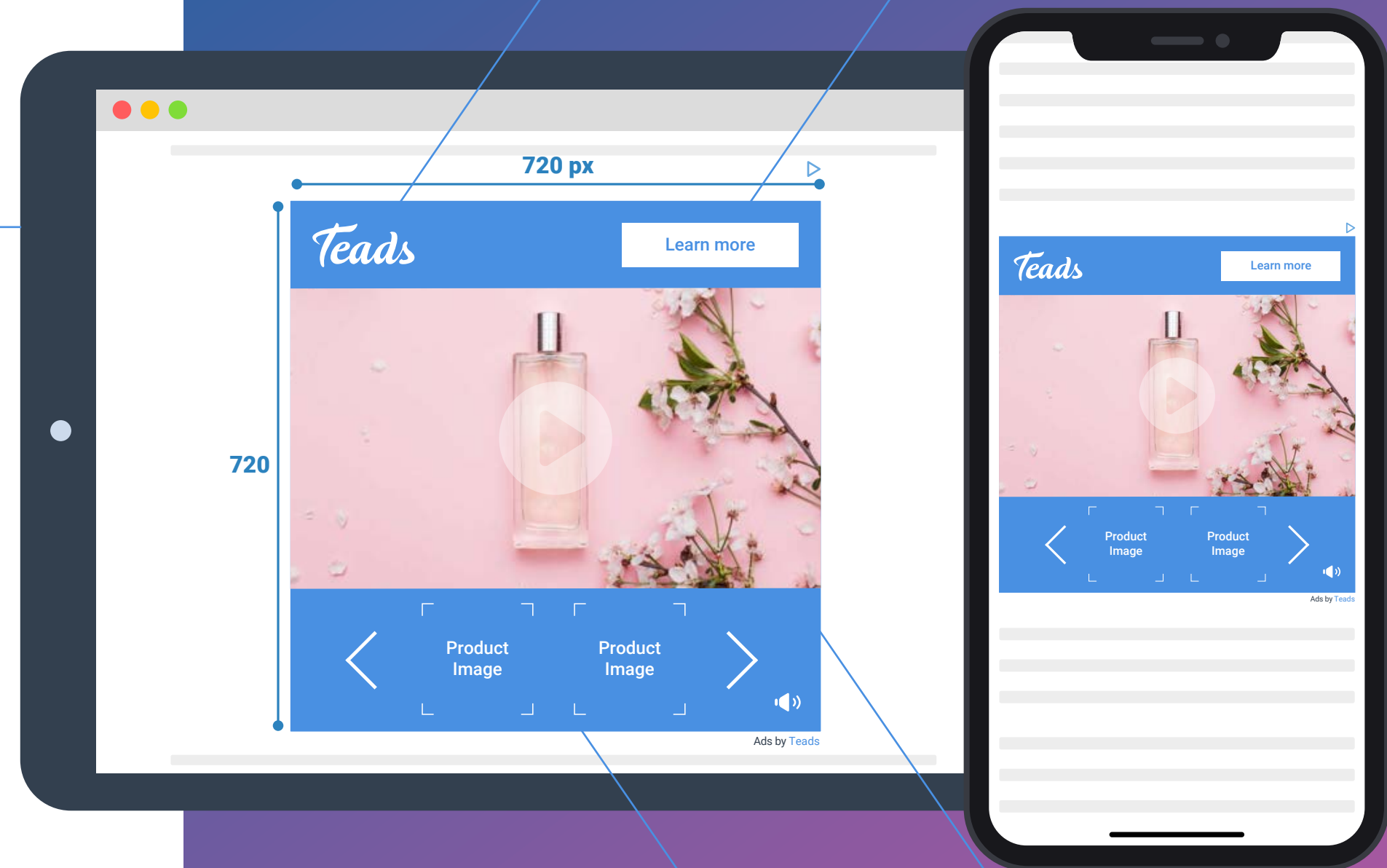


SHOPPABLE  
SQUARE V2

PREVIEW  
LINK

LOGO

CTA



PRODUCTS

BACKGROUND IMAGE

Teads

*Teads* STUDIO  
**FORMATS** *VD*

VIEWABLE DISPLAY FORMATS	DESKTOP	TABLET	MOBILE
SCROLLER LANDSCAPE	✓	✓	✓
SCROLLER SQUARE		✓	✓
SCROLLER VERTICAL		✓	✓
CAROUSEL LANDSCAPE	✓	✓	✓
CAROUSEL SQUARE		✓	✓
FLOW LANDSCAPE	✓	✓	✓
FLOW SQUARE		✓	✓
CINEMAGRAPH LANDSCAPE	✓	✓	✓
CINEMAGRAPH SQUARE		✓	✓

↓ DOWNLOAD PSD TEMPLATE\*

\*Please use the PSD template provided to build your creative. We will only accept assets loaded into the PSD template, exported and returned to Teads.

### File Type Max File Size

.jpg .png

200KB  
per Image

### Image

Background Image Size: 700 x 1600px

Viewable Area Size: 700 x 394px

Area Viewable on Scroll: 700 x 674px

Max Logo Size: 320 x 90px

Logo file (if transparency needed): .png

### CTA (Call-To-Action)

Size: 280 x 70px

Font Size: 28px

### Content

Copy Size: 32 px

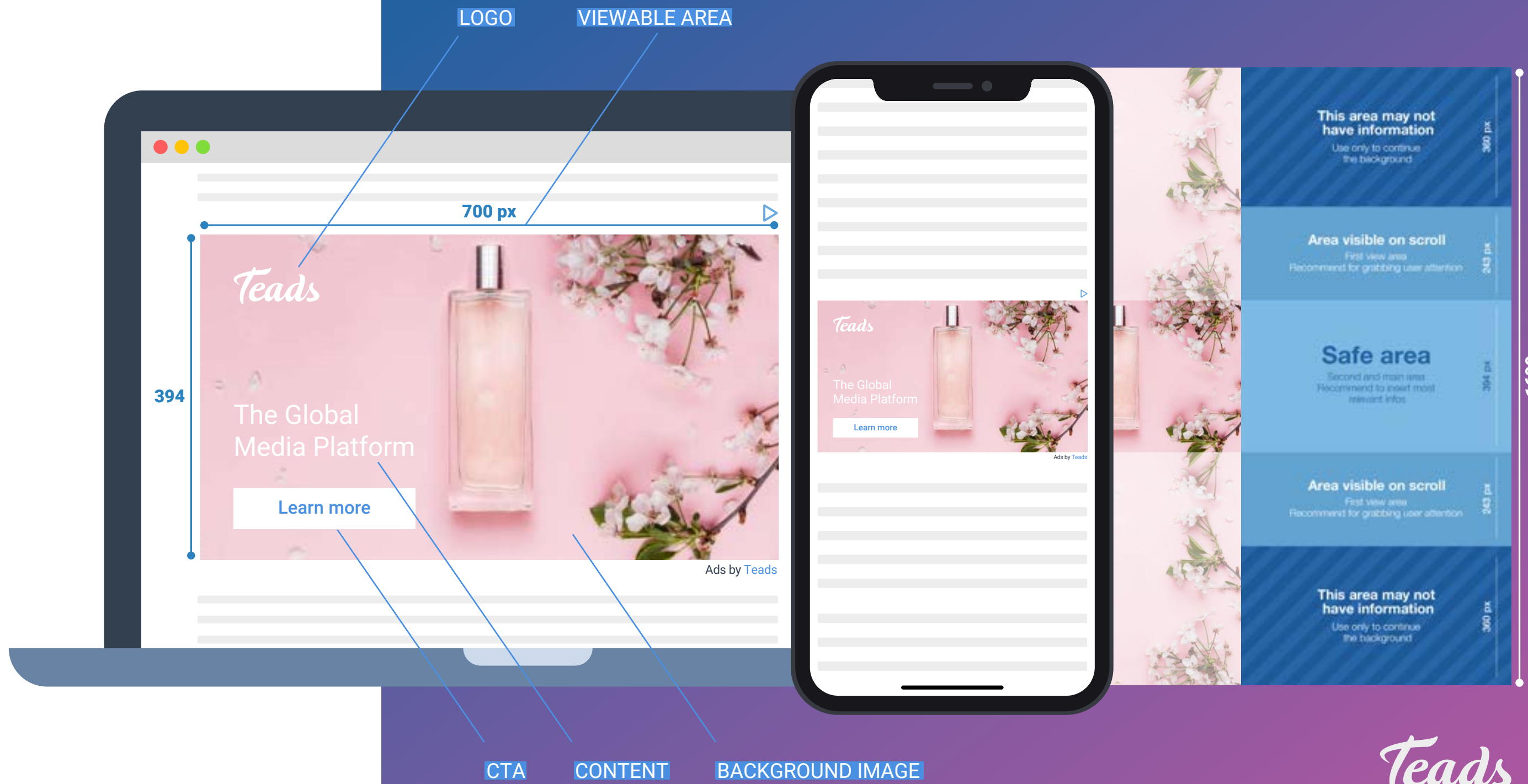
Max. Characters Including Spaces: 30

Teads <sup>STUDIO</sup>  
FORMATS *VD*

SCROLLER  
LANDSCAPE [PREVIEW LINK](#)

Format Size

700 x 1600 px



Teads



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## File Type Max File Size

.jpg .png

200KB

per Image

## Image

Background Image Size: 700 x 1600px

Viewable Area Size: 700 x 700px

Area Viewable on Scroll: 700 x 980px

Max Logo Size: 320 x 90px

Logo file (if transparency needed): .png

## CTA (Call-To-Action)

Size: 280 x 70px

Font Size: 28px

## Content

Copy Size: 32 px

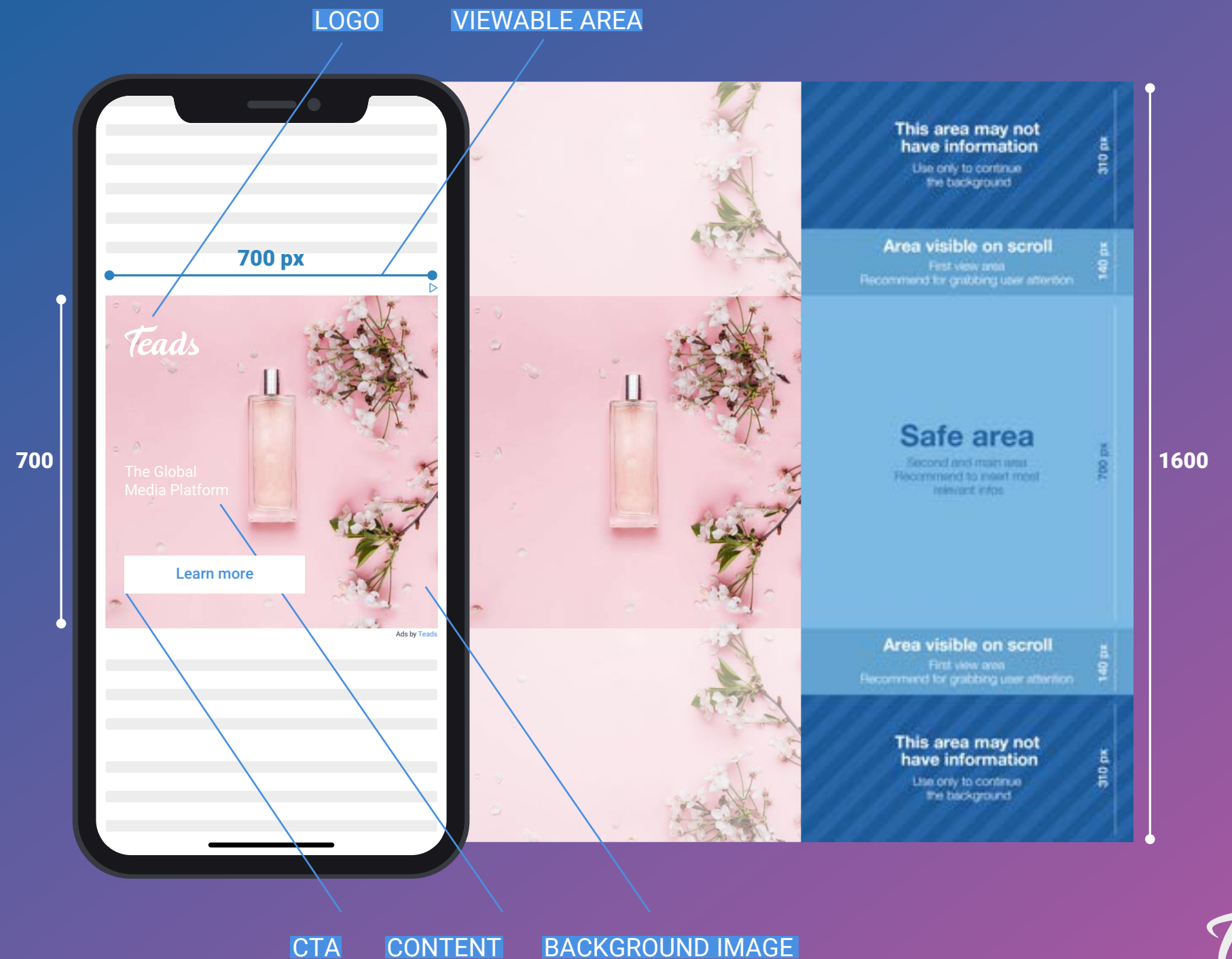
Max. Characters Including Spaces: 30

Teads<sup>STUDIO</sup>  
FORMATS ✓

SCROLLER  
SQUARE [PREVIEW LINK](#)

Format Size

700 x 1600 px



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## File Type Max File Size

.jpg .png

200KB

per Image

## Image

Background Image Size: **700 x 1600px**

Viewable Area Size: **700 x 1244px**

Area Viewable on Scroll: **700 x 1244px**

Max Logo Size: **320 x 90px**

Logo file (if transparency needed): **.png**

## CTA (Call-To-Action)

Size: **280 x 70px**

Font Size: **28px**

## Content

Copy Size: **32 px**

Max. Characters Including Spaces: 30

Format Size

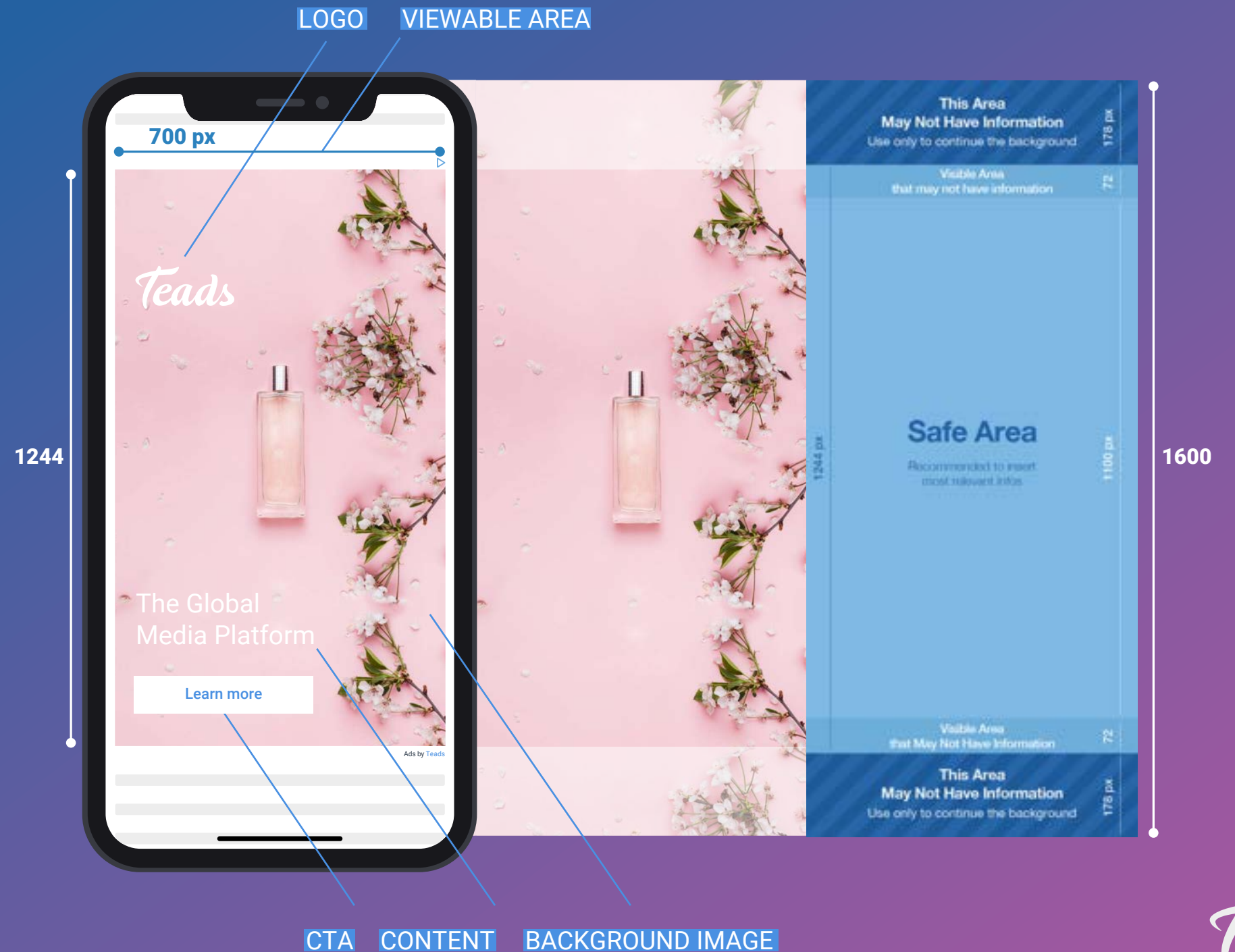
700 x 1600 px



Teads <sup>STUDIO</sup>  
FORMATS ✓

SCROLLER  
VERTICAL

PREVIEW  
LINK



Teads

↓ DOWNLOAD PSD TEMPLATE\*

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## File Type Max File Size

.jpg .png

200KB

per Image

## Image

Background Image Size: **540 x 540px**

Viewable Area Size: **960 x 540px**

Max Logo Size: **320 x 90px**

## CTA (Call-To-Action)

Size: **280 x 70px**

Font Size: **28px**

## Slides

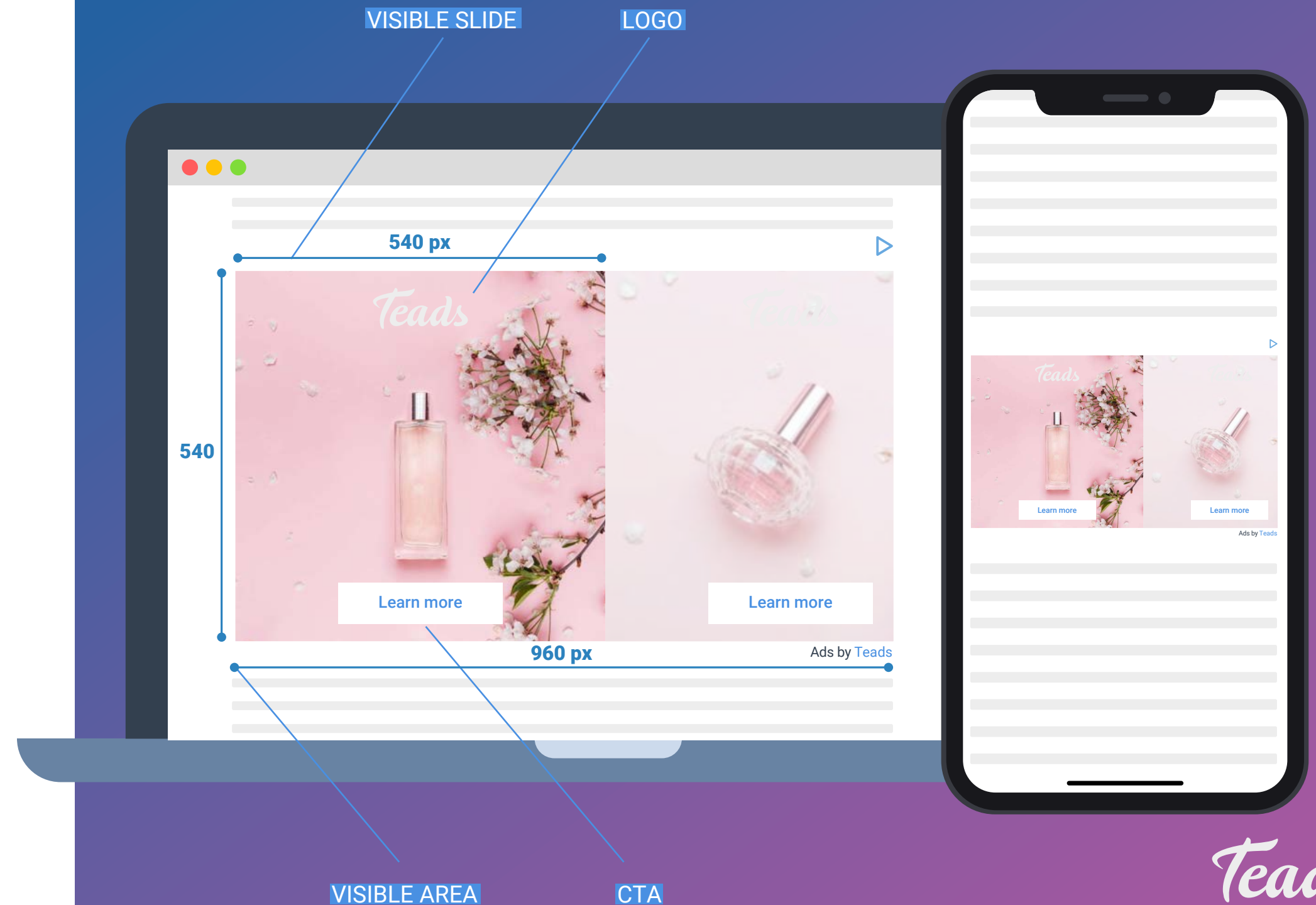
Min No. of Slides: **3** Max No. of Slides: **8**

Teads<sup>STUDIO</sup>  
FORMATS ✓

CAROUSEL  
LANDSCAPE  PREVIEW  
LINK

Format Size

960 x 540 px



Teads



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## File Type Max File Size

.jpg .png

200KB

*per Image*

## Image

Background Image Size: **405 x 540px**

Viewable Area Size: **540 x 540px**

Max Logo Size: **260 x 60px**

## CTA (Call-To-Action)

Size: **280 x 70px**

Font Size: **28px**

## Slides

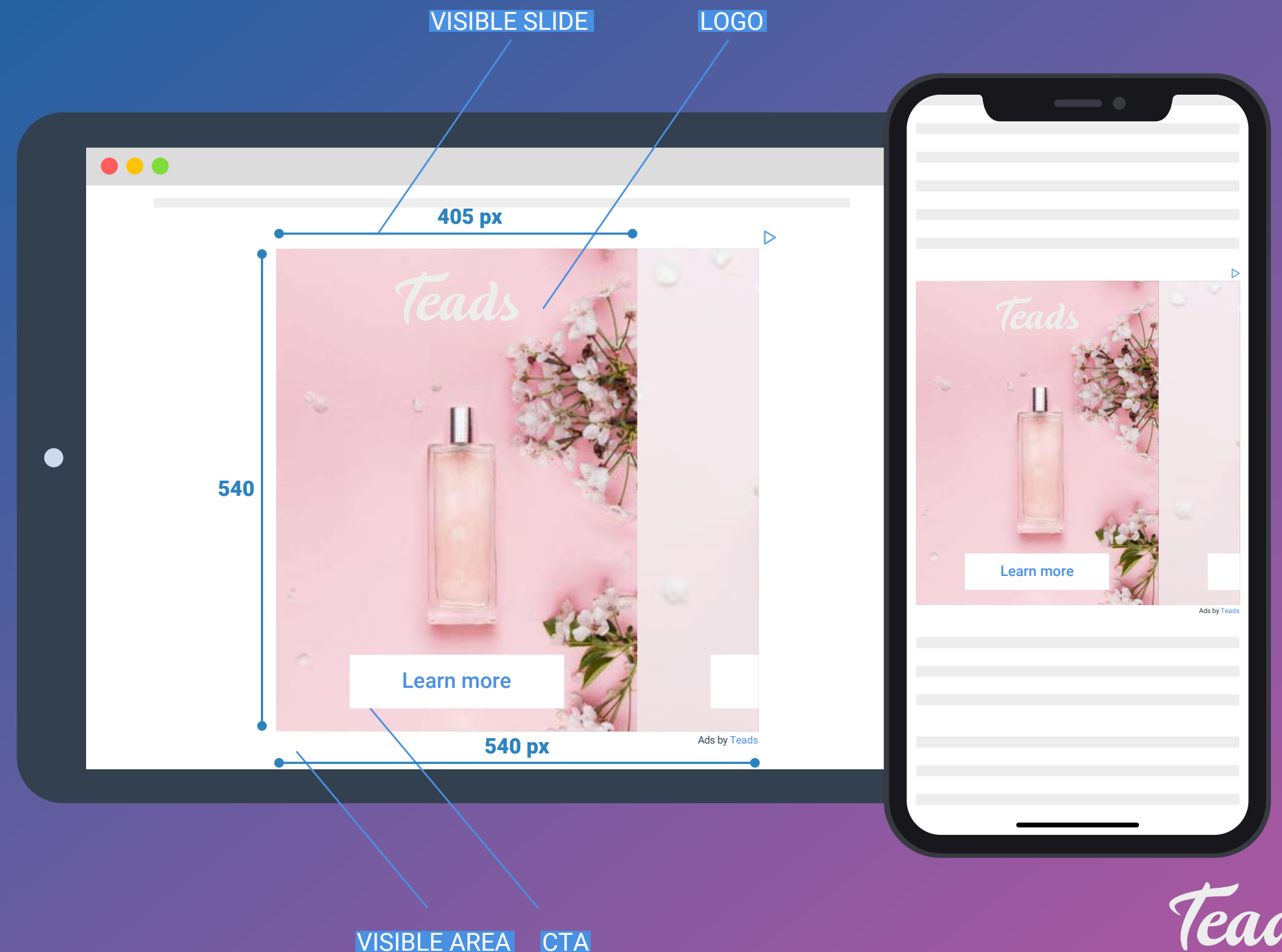
Min No. of Slides: **3** Max No. of Slides: **8**

Teads<sup>STUDIO</sup>  
FORMATS ✓

**CAROUSEL  
SQUARE**  PREVIEW LINK

Format Size

540 x 540 px



Teads



↓ DOWNLOAD PSD TEMPLATE\*

\*Please use the PSD template provided to build your creative. We will only accept assets loaded into the PSD template, exported and returned to Teads.

### File Type

.jpg .png

### Max File Size

100KB

per Image

### Image

Image Size: 960 x 540px

Max Logo Size: 260 x 60px

Logo file (if transparency needed): .png

### Frames

Min No. of Frames: 8 Max No. of Frames: 30

Frames Selection: 1 second of animation saved as still images

Frames Naming: each image must be named « img (Frame Number).jpg »

img (1).jpg

img (2).jpg

...

img (29).jpg

img (30).jpg



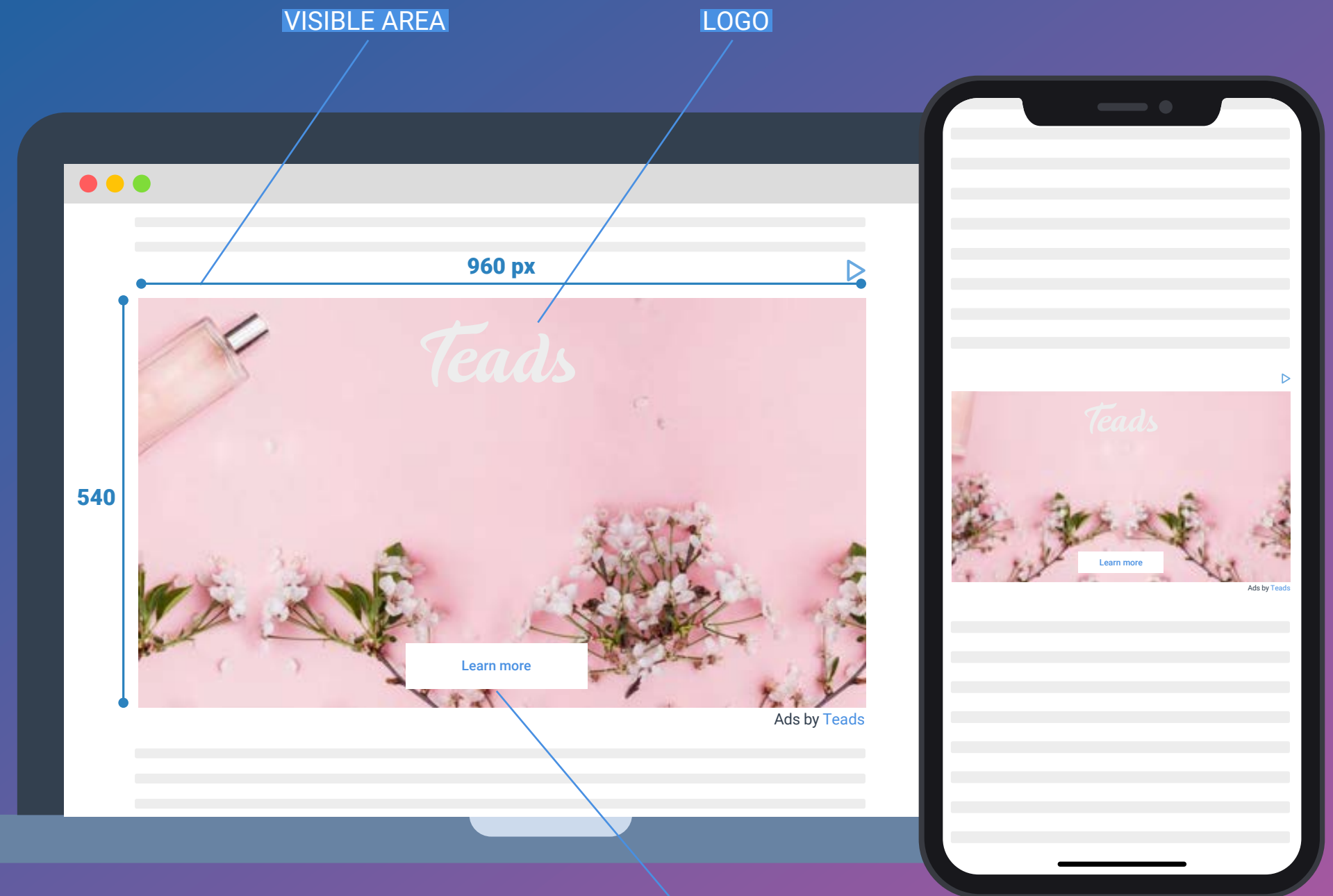
Teads <sup>STUDIO</sup>  
FORMATS ✓

FLOW  
LANDSCAPE

PREVIEW  
LINK

Format Size

960 x 540 px



CTA

Teads

↓ DOWNLOAD PSD TEMPLATE\*

\*Please use the PSD template provided to build your creative. We will only accept assets loaded into the PSD template, exported and returned to Teads.

### File Type

.jpg .png

### Max File Size

100KB

per Image

### Image

Image Size: 540 x 540px

Max Logo Size: 260 x 60px

Logo file (if transparency needed): .png

### Frames

Min No. of Frames: 8 Max No. of Frames: 30

Frames Selection: 1 second of animation saved as still images

Frames Naming: each image must be named « img (Frame Number).jpg »

img (1).jpg   img (2).jpg   ...   img (29).jpg   img (30).jpg



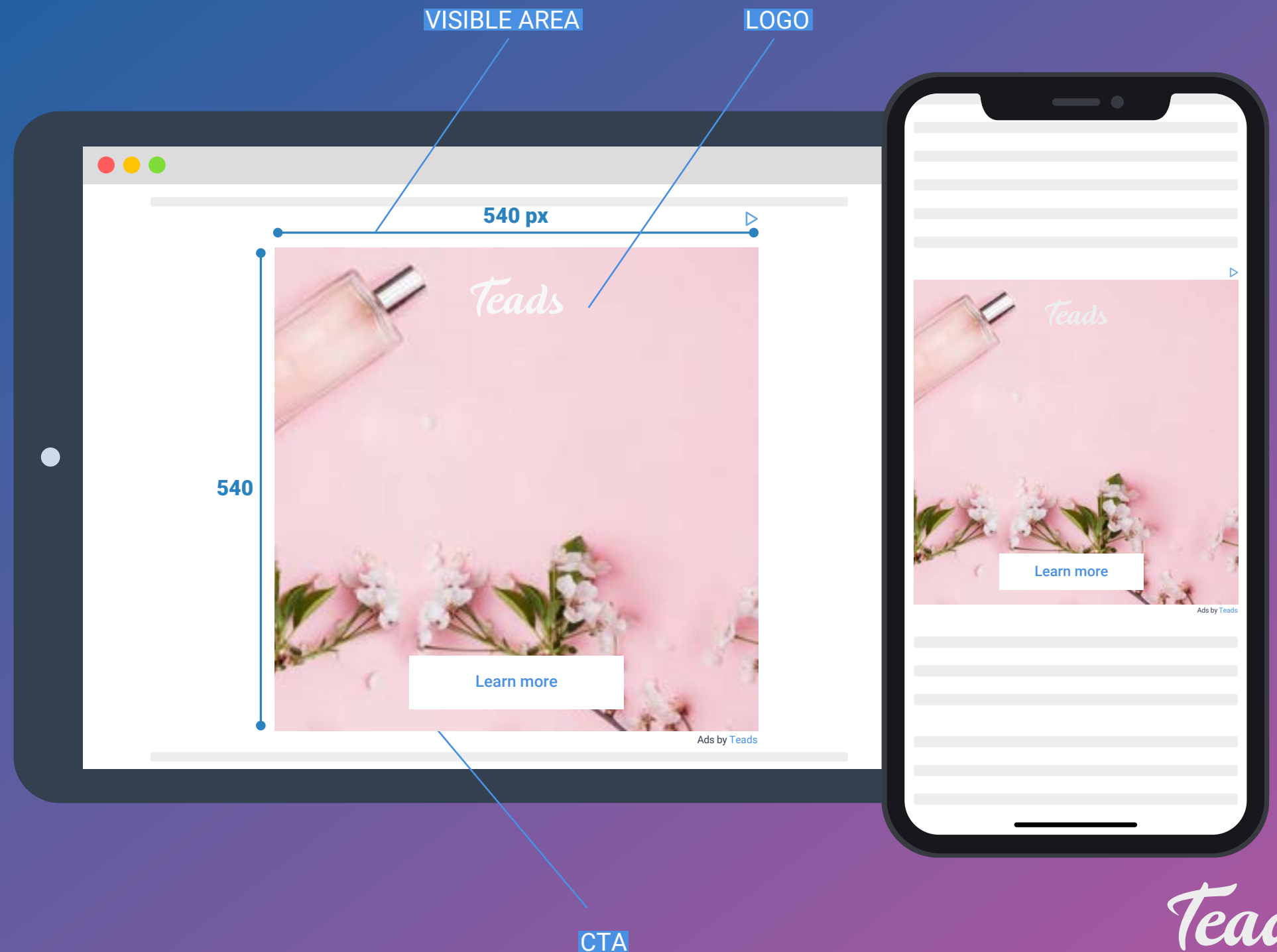
Teads <sup>STUDIO</sup>  
FORMATS ✓

FLOW  
SQUARE

PREVIEW  
LINK

Format Size

540 x 540 px



Teads

↓ DOWNLOAD PSD TEMPLATE\*

\*Please use the PSD template provided to build your creative. We will only accept assets loaded into the PSD template, exported and returned to Teads.

## Video

File Type: .mp4

### Max File Size

100MB

## DETAILS

## Video

Ratio: 16:9

Size: 960 x 540px

Length: 3 sec (recommended)

## Video recommendations

Video has to be the exact length of 1, 2, 3 seconds otherwise the loop is not perfect

## CTA (Call-To-Action)

Size: 280 x 70px

Font Size: 28px

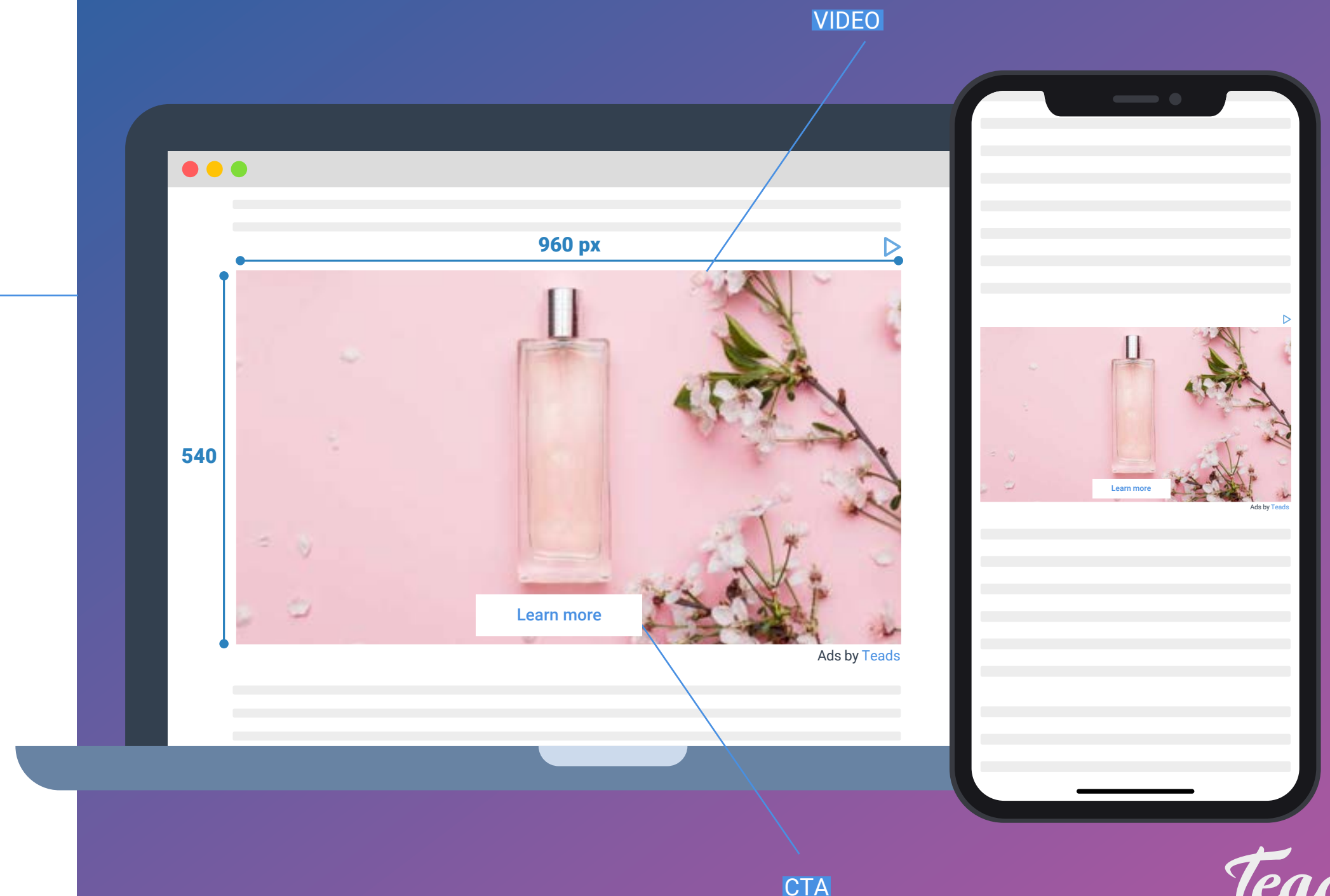
Teads <sup>STUDIO</sup>  
FORMATS ✓

CINEMAGRAPH  
LANDSCAPE

PREVIEW LINK

Format Size

960 x 540 px



Teads

↓ DOWNLOAD PSD TEMPLATE\*

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## Video

File Type: .mp4

### Max File Size

100MB

## DETAILS

## Video

Ratio: 1:1

Size: 540 x 540px

Length: 3 sec (recommended)

## Video recommendations

Video has to be the exact length of 1, 2, 3 seconds otherwise the loop is not perfect

## CTA (Call-To-Action)

Size: 280 x 70px

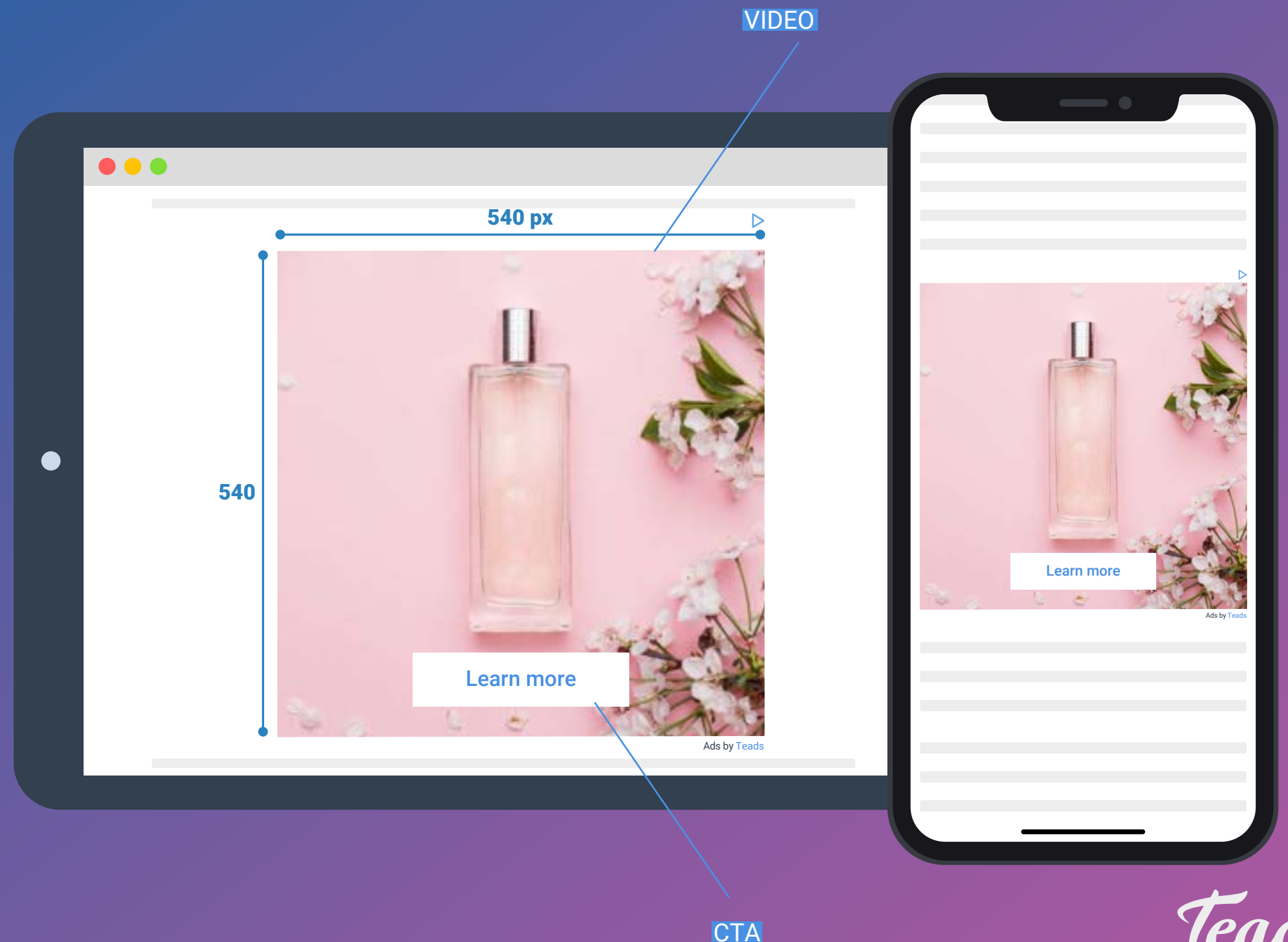
Font Size: 28px

Teads <sup>STUDIO</sup>  
FORMATS *VD*

CINEMAGRAPH  
SQUARE [PREVIEW LINK](#)

Format Size

540 x 540 px



Teads



LOOKING  
FWD TO

— *our  
collaboration*

