

Rich Media Programmatic Ad Specification Form

Campaign Details

Campaign Name

Advertiser Name

Ad Format & Dimensions

Ad Format

Dimensions (px)

File Information

Accepted File Types

Max File Size (KB)

Backup Image Requirements

Rich Media Features

Rich Media Features Supported (e.g., video, expand, polling, etc.)

3rd Party Tracking

Supported Tracking (Impression, Click, Viewability, etc.)

Clickthrough URL

Destination URL (Leave blank if not applicable)

Additional Notes or Requirements

