

DOOH Creative Specifications

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DOOH

Last verified: 2026-08-02

WHAT TO SEND CPHERE

- Final platform-ready creative
- Approved copy and CTA
- Destination URL and tracking parameters
- Brand and legal requirements

Digital Screens / DOOH

Digital Out-of-Home Screens

[RECOMMENDED] Channel scope: Digital screens in public and commercial spaces; personal devices, static signage, in-app ads, in-store audio, and broadcast TV are excluded

[RECOMMENDED] Venue taxonomy: OpenOOH venue categories: Transit, Retail, Outdoor, Health & Beauty, Point of Care, Education, Office, Leisure, Government, Financial, Residential

[RECOMMENDED] Creative types: Video, animations, countdowns, and data-triggered messages; CTV and video assets can be repurposed

[RECOMMENDED] Call-to-action guidance: No click-out exists; avoid button-style CTAs, use short memorable URLs, and restrict QR codes to street-level and place-based screens

[PLACEMENT DEPENDENT] Screen resolutions, file types, sizes, and durations: verification required - Screen- and media-owner-specific; the public StackAdapt DOOH Advertising Guide (2025) contains no technical file specs - confirm per-screen specifications through the executing platform before delivery.

VERIFICATION NOTICE

Specifications are sourced from official platform documentation and regularly reviewed. Platform requirements may change; always confirm the Last Verified date before final delivery.

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OFFICIAL SOURCES

IAB: DOOH: Definition and Core Features -

[https://www.iab.com/wp-content/uploads/2024/12/IAB_DOOH_Definition_December_2024.p
df](https://www.iab.com/wp-content/uploads/2024/12/IAB_DOOH_Definition_December_2024.pdf)

StackAdapt: Digital out-of-home advertising platform -

<https://www.stackadapt.com/digital-out-of-home-advertising>