

In-Game Creative Specifications

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In-Game

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

In-Game Ads / IN_GAME

Intrinsic In-Game

[REQUIRED] Supported formats: Blended in-game display and video, banner, interstitial, and rewarded video across mobile and PC games (in partnership with Anzu); CTAs are not clickable in blended display; playable/interactive ads are not supported

[PLACEMENT DEPENDENT] StackAdapt in-game technical contract: verification required - StackAdapt publishes no in-game dimensions, file types, sizes, or durations; the binding contract is in the login-gated help center / partner documentation.

[RECOMMENDED] Video duration: 6 seconds recommended; up to 15 seconds; avoid 30- and 60-second cuts

[RECOMMENDED] Viewability standard: Ad must cover at least 1.5% of the screen with 200 ms polling to count as viewable

[RECOMMENDED] Size standardization: Use industry-standard ad sizes; non-standard 0x0 and 1x1 units are treated as invalid traffic

[PLACEMENT DEPENDENT] Binding creative size list: verification required - Common sizes 300x250 and 480x320 are cited in non-binding material; confirm the binding list in the platform console.

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

StackAdapt: In-game advertising platform -

<https://www.stackadapt.com/in-game-advertising>

IAB: Intrinsic In-Game Advertising Measurement Guidelines 2.0 -

https://www.iab.com/wp-content/uploads/2022/06/In-Game-Advertising-Measurment-Guidelines_Public-Comment-June-2022-2.pdf