

Video Creative Specifications

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Video

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

Online Video (OLV) / VIDEO

In-Stream

[RECOMMENDED] Duration: 6, 15, or 30 seconds exactly (-1 second transcode variance);

bumpers 3-10 seconds; 60 seconds sparingly for post-roll or extended mid-roll

[RECOMMENDED] Aspect ratio: 16:9 preferred; 4:3 only when the source is 4:3

[RECOMMENDED] Codec and container: H.264 in web-optimized progressive MP4 (MOOV atom at front); HLS or MPEG-DASH for adaptive delivery

[RECOMMENDED] Ready-to-serve resolutions: 640x360 (low), 854x480 / 1024x576 (medium), 1280x720 / 1920x1080 (high) pixels

[RECOMMENDED] Bitrate: 500-700 kbps low; 700-1,500 kbps medium; 1,500-2,500 kbps at 720p; 2,500-3,500 kbps at 1080p

[RECOMMENDED] Frame rate: Maintain the source frame rate (23.976, 25, or 29.97 fps)

[RECOMMENDED] Audio: AAC-LC 128-192 kbps or HE-AACv1 64-128 kbps, stereo, 44.1/48 kHz; loudness -24 LKFS -2 dB (US)

[RECOMMENDED] Sound-on rule: In-stream (pre/mid/post-roll) plays sound-on by default at start; sound-off placements are out-stream

[RECOMMENDED] Companion banners: 300x250, 728x90, 468x60, 300x100, or 300x60 at 200 KB; no audio or video inside the companion

[REQUIRED] StackAdapt placements: In-stream (pre/mid/post-roll), native video, native outstream, and in-app interstitial video across desktop, mobile, apps, and streaming environments

[RECOMMENDED] Autoplay and sound: Desktop and mobile video is automatically muted when an impression is served; closed captions are recommended for muted autoplay environments; 30 seconds or less recommended with a hook in the first 3 seconds

[PLACEMENT DEPENDENT] StackAdapt upload limits: verification required - Containers, codecs, bitrate, frame rate, maximum file size, and VAST/VPAID/SIMID/OMID versions are documented only in the login-gated StackAdapt help center; confirm 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

IAB Tech Lab: Digital Video and CTV Ad Format Guidelines v2.0 -

<https://github.com/InteractiveAdvertisingBureau/Ad-Format-Guidelines-for-Digital-Video-CTV/blob/1c3cfa68c11db238de1ca91691a6d713c8b54a93/v2.0.md>

StackAdapt: Connected TV advertising -

<https://www.stackadapt.com/connected-tv-advertising>

StackAdapt: Deep Dive Into Connected TV Ad Creatives -

<https://www.stackadapt.com/resources/blog/connected-tv-creatives>

StackAdapt: Programmatic video advertising platform -

<https://www.stackadapt.com/video-advertising>