



Ranker AD SPECS



PRODUCT	SPEC LINK	PSD TEMPLATE / ASSETS NEEDED
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HIGH-IMPACT VIDEO

Cross-Device Pre-Roll Video	Ranker Ad Specs	
Mobile Video Interscroller	Mobile Video Interscroller - Ranker Ad Specs	Mobile Video Interscroller - Ranker PSD Template
Mobile Vertical Video	Mobile Vertical Video - Ranker Ad Specs	9:16 Video file (MP4)
Mobile Video Interstitial	Mobile Video Interstitial - Ranker Ad Specs	Mobile Interstitial - Ranker PSD Template
Cross-Device Video Wall	Cross-Device Video Wall - Ranker Ad Specs	Cross-Device Video Wall - Ranker PSD Template

RICH MEDIA

Cross-Device Scrolling Billboard	Cross-Device Scrolling Billboard - Ranker Ad Specs	Cross-Device Scrolling Billboard - Ranker PSD Template
Cross-Device Anchored Floor	Cross-Device Anchored Floor - Ranker Ad Specs	Cross-Device Anchored Floor - Ranker PSD Template
Cross-Device Expandable Anchored Floor	Cross-Device Expandable Anchored Floor - Ranker Ad Specs	Cross-Device Expandable Anchored Floor - Ranker PSD Template
Cross-Device Sidekick	Cross-Device Sidekick - Ranker Ad Specs	Cross-Device Sidekick - Ranker PSD Template
Mobile Digital Circular	Mobile Digital Circular - Ranker Ad Specs	Mobile Digital Circular - Ranker PSD Template
Cross-Device Animated Scroll	Cross-Device Animated Scroll - Ranker Ad Specs	Animated 300x250
Mobile Dynamic Carousel	Mobile Dynamic Carousel - Ranker Ad Specs	Mobile Dynamic Carousel - Ranker PSD Template
Mobile Scratch Off	Mobile Scratch Off - Ranker Ad Specs	Mobile Scratch Off - Ranker PSD Template
Mobile Interscroller	Mobile Interscroller - Ranker Ad Specs	Mobile Interscroller - Ranker PSD Template
Mobile Interstitial	Mobile Interstitial - Ranker Ad Specs	Mobile Interstitial - Ranker PSD Template
Cross-Device Floating Overlay	Cross-Device Floating Overlay - Ranker Ad Specs	Cross-Device Floating Overlay - Ranker PSD Template
Cross-Device Full Screen Overlay	Cross-Device Full Page Overlay Ad Specs	Cross-Device Full Screen Overlay - Ranker PSD Template

DISPLAY / NATIVE

Cross-Device Banners (IAB)	Cross-Device Banners (IAB) - Ranker Ad Specs
Cross-Device Promoted Ranking	Cross-Device Promoted Ranking - Ranker Ad Specs

ASSETS REQUIRED

*Asset Toolkit (if available)

*Copy & Images

*Trailer/Video Files (1080 minimum, 4k preferred; H264, .MOV or MP4)

*Style Guide (if available)

*Fonts & Typeface Required

*High-Res Layered PSD Files (backgrounds, key art, ect)

*Title Treatment & Logo PSD Files

*Call to Action (CTAs) & Click-Through Links

**CUSTOM VIDEO ASSETS NEEDED

Photo stills & promotional photos - Layered PSDs or jpegs (4096 x 2160 or 1920 x 1080)

Video clips (1080 minimum; 4k preferred; H264, .MOV or MP4); any teasers, game play, etc.

Hi res layered PSD logos or jpegs (4096 x 2160; 1920 x 1080)

Branding and marketing materials - Images, Taglines, Brand Guidelines

updated April 2023