

BANNER CREATIVES

All ads are served through Google Ad Manager (GAM) video through FreeWheel

Standard: .gif, .jpeg

Rich Media: HTML5, JavaScript, iFrame

All rich media units must be third-party served (examples: Google Campaign Manager (GCM), Sizmek, FlashTalking, etc.)

- No flash accepted in any banner or video ads
- Up to 3 trackers per site-served creative
- All ads must have a visible 1x1 pixel border; banner corners cannot be rounded
- Polite creatives are required for all rich media ads, and/or if the initial load is more than stated maximum
- All expansion must be user-initiated
- Banners that expand on click or mouse-over must have a clear "close" button and retract when mouse is off banner
- Banners may not produce audio without user initiation. Once audio begins, there must be a clear "mute" or "stop" button
- Brand study/research pixels are not allowed in the video player or on the homepage
- No looping

Ad Units

UNIT NAME	DIMENSION	MAX EXPANSION	ACCEPTABLE FILE TYPES	ANIMATION RESTRICTIONS	MAX INITIAL FILE SIZE	EXPANSION DIRECTION	AUDIO	VIDEO	DEVICE(S)	NOTES
HOMEPAGE • TOP PLACEMENT • Responsive	Aspect Ratios Desktop: 4:1 Mobile: 3:1	Breakpoint Guidelines Desktop: 1280x320 Small Desktop: 1024x256 Tablet: 768x192 Phones: 375x125, 300x100	html 5 third party Recommended: Built by NatGeo Production	Up to 30 seconds playtime Recommended: ≤ 15 seconds	200kb	N/A	user initiated	auto initiated	all	Requires 5 business days to test • Must be a responsive tag • Please note that the following sizes are also available for this ad unit: 970x300, 970x250, 970x66, 970x90 for desktop 728x90 for desktop and tablet 300x250, 300x50, 320x50 on phones
HOMEPAGE • INPAGE PLACEMENT • Responsive	Aspect Ratios Desktop: 2:1 Mobile: 1:1	Breakpoint Guidelines Desktop: 1280x640 Small Desktop: 1024x512 Tablet: 768x384 Phones: 375x375, 300x300	html 5 third party Recommended: Built by NatGeo Production	Up to 30 seconds playtime Recommended: ≤ 15 seconds	200kb	N/A	user initiated	auto initiated	all	
CINEFLEX • Clickable Video	1920x1080	full screen	.mp4 .mov	Up to 30 seconds playtime Recommended: ≤ 15 seconds	N/A	down	user initiated	auto initiated	desktop	Can run as a rotational placement Custom built
BILLBOARD	970x250 or 970x300	N/A	.gif .jpeg .png html 5 third party	Up to 15 seconds playtime	200kb	N/A	user initiated	auto initiated	desktop	When creating animated banners, please take into consideration our 15-second timed ad refresh, effective on most pages.
PUSHDOWN	970x66 970x90	970x415	.gif .jpeg .png html 5 third party	Up to 15 seconds playtime	200kb	down	user initiated	auto initiated	desktop	Auto expands for 7 seconds, then collapses When creating animated banners, please take into consideration our 15-second timed ad refresh, effective on most pages.
LEADER-BOARD	728x90	N/A	.gif .jpeg .png html 5 third party	Up to 15 seconds playtime	200kb	N/A	user initiated	auto initiated	desktop, tablet	

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MEDIUM RECTANGLE	300x250	500x500	.gif .jpeg .png html 5 third party	Up to 15 seconds playtime	200kb	Left	user initiated	auto initiated	all	When creating animated banners, please take into consideration our 15-second timed ad refresh, effective on most pages.
HALF-PAGE	300x600	600x600	.gif .jpeg .png html 5 third party	Up to 15 seconds playtime	200kb	Left	user initiated	auto initiated	desktop, tablet	
SPONSOR LOGO	Logo 210x50/ 88x31 for YourShot Assignment Pages	N/A	.eps	N/A	10kb	N/A	N/A	N/A	all	<ul style="list-style-type: none"> • Nat Geo will build and add sponsor treatment to the logo • Agency or client may submit a 3rd-party 1x1 pixel and click-thru tracker to be added to the creative. • Please note that logos need to be hard coded on natively built pages.
MOBILE • STATIC BANNER	320x50 300x50	N/A	.gif .jpeg .png html 5 third party	N/A	50kb	N/A	N/A	N/A	phone	
MOBILE • EXPANDABLE BANNER	320x50 300x50	Varies by device; full screen	Must be third party served	Up to 15 seconds playtime	50kb	down	user initiated	auto initiated	phone	When creating animated banners, please take into consideration our 15-second timed ad refresh, effective on most pages.
MOBILE REVEALER • INTERSCROLLER UNIT	custom	N/A	.mov or .mp4 for video	Up to 15 seconds playtimes	N/A	N/A	user initiated	auto initiated	phone	<ul style="list-style-type: none"> • Requires 600x900 PSD file • Must send along font files

NEWSLETTERS

Travel newsletters are dropped on a weekly basis. Please contact your regional sales representative to coordinate timing and availability.

All newsletter ads require both 728x90 (desktop/tablet) and 300x250 (mobile phone). Only .jpg and .gif files are accepted. Max file size of 50 kb for each ad size.

The Family Field Guide newsletter is a sponsorship of the newsletter, not an ad. Requires minimum ad commitment—speak to your Marketing POC before booking.

BRANDING

All ads must include advertiser branding in the form of advertiser name and/or logo

DELIVERY DEADLINE

- 5 full business days for Standard Media, Rich Media, Video, and Newsletter ads
- 10 full business days for Social (15 full business days for Snapchat)
- Consult Ad Operations regarding custom units.

Email creative submissions to:
Ad Operations and Account Management teams:
creatives@natgeo.com

For questions, please contact:
Ad Operations: ads@natgeo.com

ADDITIONAL INFORMATION

- All ads, including third-party tags, MUST be QA'd and reviewed before launch
- Longer lead-times are required for creative rotations up to five ads per month
- All ads running on kids. nationalgeographic.com MUST be COPPA compliant, no 3rd party tracking or data collection permitted
- Provide click-thru URL for each ad unit
- Third-party reporting access required for third-party served ads
- If a sponsorship is booked, send .eps file of the brand logo to have sponsor logo treatment added
- Z-index must be appropriate for ad unit. See IAB's Z-Index Guidelines for reference [\[HERE\]](#)
- For more detail on creative specifications, please contact your sales representative
- Serving fees may apply, if agency does not pay direct

Pre-Roll and Video

UNIT NAME	DIMENSION	ACCEPTABLE FILE FORMATS	VIDEO LENGTH	MAX FILE SIZE	AUDIO	VIDEO	DEVICE(S)	NOTES
1ST PARTY SERVED PRE-/MID-ROLL	1280x720 or 1920x1080 (16:9)	.mp4	Up to 30 seconds playtime. Recommended ≤ 15 seconds.	10gb	auto initiated	auto initiated	all	<ul style="list-style-type: none"> • Frame rate = 23.98/24, 25, or 29.97/30 • Codecs = H.264 • Chroma Sampling = 4:2:2 or 4:2:0 • Chroma Depth = 32 bit • Bit-rate = Constant (CBR) 15-30+ Mbps • No slates, black, leaders, bars, or countdowns AUDIO <ul style="list-style-type: none"> • 2 channel stereo only • Codecs—AAC or AAC-LC format. 64-128 kbps • Loudness—All ads should have an average loudness of -24LKFS (+/- 2)
3RD PARTY SERVED PRE-/MID-ROLL	All platforms: 1920x1080 or 1280x720 (16:9) Not approved for connected devices: 640x360	VAST .m3u8 (HLS rendition for iOS) .mp4 (for non-iOS platforms)	Up to 30 seconds playtime. Recommended ≤ 15 seconds.	10gb	auto initiated	auto initiated	all	<ul style="list-style-type: none"> • 3P tags may need to be certified by NatGeo/FNG team before going live • Frame rate = 23.98/24, 25, or 29.97/30 • Scanning method = Progressive only, interlaced is not accepted • Codecs = H.264 baseline 3.0 • File formats = .m3u8 (HLS rendition for iOS), .mp4 (for non-iOS platforms) • Single bit-rate delivery = recommended 800-1200 kbps, min 600 kbps, max 1.5mbps • No slates, black, leaders, bars, or countdowns AUDIO <ul style="list-style-type: none"> • 2 channel stereo only • Codecs—AAC or AAC-LC format. 64-128 kbps • Loudness—All ads should have an average loudness of -24LKFS (+/- 2)
VERTICAL OUTSTREAM VIDEO	720x1280 (9:16) Responsive to the page level	.mp4 1x1 VAST 1.0 VAST 2.0 VAST 3.0	Up to 30 seconds playtime Recommended: ≤ 15 seconds	5mb	user initiated	auto initiated	tablet, phone	<ul style="list-style-type: none"> • Meant to repurpose Snapchat videos • 24fps • No FLV • VPAID 2 available for phone
LANDSCAPE OUTSTREAM VIDEO	1280x720 (16:9) Responsive to the page level	.mp4 1x1 VAST 1.0 VAST 2.0 VAST 3.0 VPAID 2.0 (desktop only)	Up to 30 seconds playtime Recommended: ≤ 15 seconds	5mb	user initiated	auto initiated	all	<ul style="list-style-type: none"> • 24fps • No FLV • VPAID 2 available for phone
SQUARE OUTSTREAM VIDEO	720x720 (1:1) Responsive to the page level	.mp4 1x1 VAST 1.0 VAST 2.0 VAST 3.0	Up to 30 seconds playtime Recommended: ≤ 15 seconds	5mb	user initiated, hover to audio	auto initiated	tablet, phone	<ul style="list-style-type: none"> • Meant to repurpose IG videos; best for phone placements • 24fps • No FLV • VPAID 2 available for phone

If video ad is clickable, please supply the click-thru URL. Video should not include a title card.

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UNIT NAME	DIMENSION	ACCEPTABLE FILE FORMATS	VIDEO LENGTH	MAX FILE SIZE	AUDIO	VIDEO	DEVICE(S)	NOTES
YOUTUBE IN STREAM • UNSKIPPABLE	640x360 (16:9) or 480x360 (4:3)	.avi .asf .mp4 .mpeg Quicktime Windows Media VAST	Up to 30 seconds playtime Recommended: ≤ 15 seconds	128gb	auto initiated	auto initiated	all	<ul style="list-style-type: none"> • 100% SOV sponsorships available. See details [HERE] • If submitting VAST tag, test beforehand [HERE] • Skippable only: Ad plays for 5 seconds before the "Skip Ad" button appears—user may continue watching
YOUTUBE IN STREAM • SKIPPABLE	640x360 (16:9) or 480x360 (4:3)	.avi .asf .mp4 .mpeg Quicktime Windows Media VAST	Up to 30 seconds playtime Recommended: ≤ 15 seconds	128gb	auto initiated	auto initiated	all	

If video ad is clickable, please supply the click-thru URL. Video should not include a title card.

Social

PLATFORM	UNIT NAME	DIMENSION	ACCEPTABLE FILE FORMATS	VIDEO LENGTH	MAX FILE SIZE	AUDIO	VIDEO	DEVICE(S)	NOTES
SNAPCHAT DISCOVER	Snap Ads	1080x1920 (9:16)	H.264 encoded .mp4 or .mov .jpegs & pngs are not accepted	:3 to :10	32mb	auto initiated	auto initiated	phone	<ul style="list-style-type: none"> • No borders • 150px buffer zone top and bottom of canvas clear of logos and text • 64px buffer around live area, as text/logos may appear too close to edges • Snap spec sheet [HERE] for: <ul style="list-style-type: none"> Snap Ads + long-form video Snap Ads + web view attachment Snap Ads + article attachment
FACEBOOK	Targeted Facebook Audience Amplification	N/A	.eps sponsor logo	N/A	N/A	N/A	N/A	all	<ul style="list-style-type: none"> • Sponsorship of NatGeo FB post, driving to content on NG.com with 100% SOV on that page • No third-party tracking allowed • Makegoods not available
INSTAGRAM	Targeted Instagram Audience Amplification	N/A	.eps sponsor logo	N/A	N/A	N/A	N/A	all	
FACEBOOK NATIVE VIDEO	Desktop News Feed, Mobile NewsFeed	See full specs	See full specs	See full specs	See full specs	See full specs	See full specs	See full specs	Full specifications [HERE]
APPLE NEWS	Standard, Double, Large, Medium Rectangle, Interstitial, Pre-Roll, Native, 728x90	See full specs	See full specs	See full specs	See full specs	See full specs	See full specs	iPhone, iPad	<ul style="list-style-type: none"> • Full specifications [HERE] • Runs on devices with iOS9 and higher
FLIPBOARD	Full page	See full specs	See full specs	See full specs	See full specs	See full specs	See full specs	See full specs	Full specifications [HERE]