Welcome to Crackle!

We appreciate your inquiry to advertise with us. For more information, please contact:

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Thank you,

The Crackle Sales Team

Standard Display Units

Creative Unit Name	Initial Dimensions	File Formats	Max File Size	3rd Party Tracking	Rich Media	Frame Rate per Second	Animation Length	Additional Notes
Medium Rectangle	300x250	GIF, JPG, PNG, Flash or SWF	50k	Yes	Yes	24 FPS	15 max / 3 times looping	Unable to accept Javascript unless wrapped in Iframe
Half-page	300x600	GIF, JPG, PNG, Flash or SWF	50k	Yes	Yes	24 FPS	15 max / 3 times looping	Unable to accept Javascript unless wrapped in Iframe. Expandable Overlay specs Page 3
Leaderboard	728x90	GIF, JPG, PNG, Flash or SWF	50k	Yes	Yes	24 FPS	15 max / 3 times looping	Unable to accept Javascript unless wrapped in Iframe
Sponsorship Logo	120x60	Transparent PNG or GIF; High Res Vector format	N/A	No	No	N/A	None	Homepage Slideshow Placement
Mobile Splash Page	300x250 and 600x500	GIF, JPG, PNG, or PSD	50k / 90k	Yes	No	N/A	5 sec total	Does not click-through. Double-sized unit for Hi-Res and Retina screens
Mobile Banner Ads	320x50 and 640x100	GIF, JPG, PNG, or PSD	50k / 90k	Yes	No	N/A	None	Double-sized unit for Hi-Res and Retina screens
Mobile Medium Rectangle	300x250 and 600x500	GIF, JPG, PNG, or PSD	50k / 90k	Yes	No	N/A	None	Does not click-through. Double-sized unit for Hi-Res and Retina screens. Not available on tablet app
Tablet Splash Page	512x512 and 1024x1024	GIF, JPG, PNG, or PSD	60k / 100k	Yes	No	N/A	5 sec total	Double-sized unit for Hi-Res and Retina screens
Tablet Banner Ads	728x90 and 1456x180	GIF, JPG, PNG, or PSD	60k / 100k	Yes	No	N/A	None	Double-sized unit for Hi-Res and Retina screens

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Site Rich Media Display Units

Creative Unit Name	Initial Dimensions	Max Expanded Dimensions	Max Initial File Load Size	Max Polite Load Size	Subsequent Max Polite File Load Size	Animation Length	Expandable Direction	Z-Index
Expanding Overlay	300x600	600x600	50k	130k	1.5 MB	30 sec with user-initiated replay.	Expands to left over content	<= 4,999

General Rich Media Display Requirements

User Initiated	Rich Media is user initiated
Site Build Lead Time	15 days preferred; 10 days minimum
Ad Serving Requirement	Must be ad served by an approved Rich Media vendor through a 3rd party tag. The tag must be an iFrame tag.
Expansion Close Button	A visible close button (20x20 min. dimensions) is required in the top right corner of the expanded area.
Expansion and Video Interaction	To stop and hide Crackle Player use the ExternalInterface.call("PauseVideo()"); JS function when the banner is expanded and the ExternalInterface.call("PlayVideo()"); JS function, when the banner is collapsed.
Video Permitted	Yes. Plays only user- initiated on click events
Video Load	Progressive
Max Video Duration	30 seconds
Video Controls	Bar, Pause, Play/Stop, Mute/Un-mute; Once Pause or Stop has been clicked, all sound and animation should stop.
Audio Permitted	User-initiated on click or unit expansion.
CPU Usage	Between 20% and 30% after initial file load. An initial spike of up to 60% is acceptable in the first five seconds
Max Frame Rate	24 FPS
Ad Tag Delivery Method	All Rich Media units are delivered to the page through an iFrame. To ensure that expandable creative will work properly, please provide the rich media vendor's latest iframe buster code.
Third-party Tags Accepted	Yes
Preferred Rich Media Vendors	Sizmek, PointRoll, MediaMind, DoubleClick Studio
Third-party Tracking Accepted	Yes (Tags for impressions, clicks, or interactive events)
Site Production Notes	Please inform us of any "trademark" information that needs to be present within the creative.
Site Production Assets Required	FLA, SWF, Key Art, High Resolution Images, High Resolution Video (h.264 preferred), Fonts, Copy, Branding Guide

Technical Specifications for Advertising

Mobile Rich Media Display Units

	iPhone/iPod	iPad	Android Handset	Android Tablet	Windows Phone
Initial width in pixels	320	728	320	728	320
Initial height in pixels	50	90	50	90	50
Rich Media Type	Tap to Expand	Tap to Expand	Tap to Expand	Tap to Expand	none
Expanding direction	Up	Up	Up	Up	none
Max Expanded width	320	768	320	768	none
Max Expanded height	416	660	416	660	none
Close button requirements	20px by 20px upper right	20px by 20px upper right	20px by 20px upper right	20px by 20px upper right	none
Initial Size	40kb	40kb	40kb	40kb	40kb
Subsequent Size	80kb	80kb	80kb	80kb	80kb
Animation limit	15 Sec	15 Sec	15 Sec	15 Sec	15 Sec
Max animation loops	3	3	3	3	3
Animation FPS	24	24	24	24	24
Has video?	Expanded area	Expanded area	Expanded area	Expanded area	none
Video format	MP4	MP4	MP4	MP4	none
Max video file size	2200 kb	2200 kb	2200 kb	2200 kb	none
Video auto play	On expansion	On expansion	On expansion	On expansion	none
Accepted tag formats	iFrame, IMG	iFrame, IMG	iFrame, IMG	iFrame, IMG	iFrame, IMG
Preferred tag format	JavaScript	JavaScript	JavaScript	JavaScript	JavaScript
SDK Provider	Freewheel	Freewheel	Freewheel	Freewheel	Custom
SDK Version	Current	Current	Current	Current	N/A
MRAID Supported?	Yes	Yes	Yes	Yes	No
Placement	in App	in App	in App	in App	in App
App availability	Free in store	Free in store	Free in store	Free in store	Free in store
Off line serving?	no	no	no	no	no
Ad testing lead time	10 days	10 days	10 days	10 days	10 days

Raw Video Requirements for Assets Hosted by Crackle	
Video	
Format	Apple ProRes 422 (HQ)
File Wrapper	.mov
Standard	HD
Bit Rate	176 to 220 Mbps expected
Frame Rate	Native to source
Field Order	Progressive only
Aspect Ratio	16:9 (Video must fill to edges), No Padding, No Letterboxing, No Pillarboxing
Line Resolution	HD = 1920x1080
Pixel Type	All square pixels
Configuration	Picture to Picture (P2P), No Slate, Countdown Leader, Bars, Tone, or Textless Elements @ Tail
Audio	
Codec	PCM or AAC
Sample Rate	48kHz
Bit Rate	192 or 256 kbps
Levels	Db – 12 (average)
Configuration	2 Channel (STL & STR)
File Name Taxonomy	
Configuration	PromoTitle_Ad (or Promo)_Version_10mb (or 5mb).mov
Example	mobileonthego_ad_april1_10mb.mov

3rd Party Requirements for Assets Served through VAST XML	
VAST	
VAST Version	VAST 2.0 compliant
Video Format	Returned Ads must be MP4
Video Length	15 sec supported, 30 sec preferred
Max Video Streaming	2mbps
Max Video Size	5Mb for a 30 sec video
Aspect Ratio	16:9
Impression Tracking	Pre-roll Tracking Pixel. Most vendors are accepted.
Click Tracking	1x1/clickURL
Companion Ads	300x250
Quartile Tracking	0%, 25%, 50%, 75%, and 100%
Supported Platforms	Run of Network
VPAID	
VPAID Version	VPAID 1.0
Video Format	Returned Ads must be MP4 or FLV
Supported Platforms	Website only
Certified Vendors	Innovid, Vindico, PointRoll
VPAID Version	VPAID 2.0 (iOS only) Certified with Telemetry

Flash Requirements

Flash System: Flash 7, 8, 9, or 10
ActionScript Version: AS2, AS3
Flash Limitations: Units containing Flash must not exceed 40% of user's CPU
Backup image files（JPG/GIF/PNG）50 KB（max）

Click Tracking using ActionScript 2.0.
The designer of the Flash source file（.fla）has to assign a **clickTAG** variable using a **getURL** button action.   **clickTAG** is case sensitive.
Example:

```
on (release) {
if (_root.clickTAG.substr(0,5) == "http:") {
getURL(_root.clickTAG, "_blank");
}
}
```

For flash files with multiple clickable areas, we accept multiple **clickTAG**s as follows:

Clickable Area 1 Example:

```
on (release) {
if (_root.clickTAG1.substr(0,5) == "http:") {
getURL(_root.clickTAG1, "_blank");
}
}
```

Clickable Area 2 Example:

```
on (release) {
if (_root.clickTAG2.substr(0,5) == "http:") {
getURL(_root.clickTAG2, "_blank");
}
}
```

Designer note: Do not use **on (press)** instead of **on (release)** as the press event triggers pop-up blockers.
For more information on **clickTAG** implementation with ActionScript 2.0 please visit the support center at:
http://www.adobe.com/resources/richmedia/tracking/designers_guide/index.html#clicktag

cRoll Image Gallery

1. Video Instructions

Dimensions	1920x1080v 1280x720v
File Formats	MOV (Quicktime)
Max File Size	Preferably compressed at 1.5MBPS
Length	:15 or :30
Resolution	1080p or 720p

3. Gallery Images

Dimensions	1280x720
	Please leave a 50 pixel margin with not text over the image
File Formats	PSD Layered Photoshop File JPG, GIF, PNG, EPS
Third Party Tracking	3rd Party Pixels available
Other	Click Thru URL for each image

2. Call to Action Instructions

Dimensions	400x300
File Formats	PSD Layered Photoshop File JPG, GIF, PNG, EPS

cRoll Cinema Gallery

1．Video Instructions

Dimensions	1920x1080v 1280x720v
File Formats	MOV （Quicktime）
Max File Size	Preferably compressed at 1.5MBPS
Pre/Mid Roll Video Length	:15 or :30
Video Gallery	3-8 Videos Up to 5 minutes
Resolution	1080p or 720p

3.Background and Video Thumbs

Background Dimensions	1280x720
	Please leave a 50 pixel margin with not text over the image
File Formats	PSD Layered Photoshop File JPG, GIF, PNG, EPS
Video Thumb Dimensions	500x300 Pixels
Third Party Tracking	3rd Party Pixels available
Other	Click Thru URL for each image

2．Call to Action Instructions

Dimensions	400x300
File Formats	PSD Layered Photoshop File JPG, GIF, PNG, EPS

cRoll Localizer : cRoll Cinema or Image Gallery with geo-targeted messaging

1. Video Instructions

Dimensions	1920x1080v 1280x720v
File Formats	MOV （Quicktime）
Max File Size	Preferably compressed at 1.5MBPS
Pre/Mid Roll Video Length	:15 or :30
Video Gallery	3-8 Videos Up to 5 minutes
Resolution	1080p or 720p

2. Call to Action Instructions

Dimensions	500x300
File Formats	PSD Layered Photoshop File JPG, GIF, PNG, EPS

3. Background and Video Thumbs

Background Dimensions	1280x720 Please leave a 50 pixel margin with not text over the image
File Formats	PSD Layered Photoshop File JPG, GIF, PNG, EPS
Video Thumb Dimensions	400x300 Pixels
Third Party Tracking	3rd Party Pixels available
Other	Click Thru URL for each image

4. Geo Targeting

Geo Targeted Data	Please provide an Excel or API Data to include local offer copy per zipcode Local offer showcase to be dynamically in the bug text and

			text on the main slate image