



**massive**

YOUR CHANNEL TO THE GAMING AUDIENCE<sup>SM</sup>

## Ad Specs

### NAMING YOUR FILES

Please follow these instructions when naming your PSD files ensure that all creative elements are placed in the appropriate inventory locations:

ADVERTISER\_CAMPAIGN\_WIDTH/HEIGHT RATIO.FILE FORMAT

Example: SUBWAY\_TURKEYSANDWICH\_1x2.psd

*Note: Please remember to replace colons in the width/height ratio with the letter "x".*

### CREATIVE STATIC SIZES

Please deliver ALL of the Width-Height ratio standards listed below: For maximum visibility and effect in videos games, we recommend brief copy in your ads:

Width – Height Ratio	Format	Image Dimensions
1:1	PSD Layered Format	512x512
1:2	PSD Layered Format	256x512
2:1	PSD Layered Format	512x256
4:1	PSD Layered Format	512x128

### VIDEO FOOTAGE SPECS

The following are our currently accepted standards:

Width – Height Ratio	Length of Video	Size	Format(s)
2:1	15 seconds maximum	1MB – 5MB	MOV, MPEG/MPG/MP4, MPV, WMV

\* Please note that we will convert all formats to a .BIK (BINK) format with a 700KB maximum size.

### CREATIVE SUBMISSION

Upload all PSD(s) and videos to [www.massiveincorporated.com/creativeupload](http://www.massiveincorporated.com/creativeupload). Your username and password are upload/upload. Submission of creative must be received by Massive at least 4 weeks (20 business days) prior to Flight Start Date, but we will try to accommodate shorter lead-times.

### CREATIVE APPROVAL

Once we receive your creative(s), our Creative Editor will reformat your ads to fit our game specifications. We will then be in touch with you regarding your final creative approval, which is required from you at least 3 weeks (15 business days) prior to the campaign flight start date. We will, however, try to accommodate shorter lead-times.

### CONTACT

Massive can work with your Creative team to develop appropriate creative. Should you have any questions regarding to our Ad Specifications, please contact Bertina Lee, Operational Manager, at (646) 778-3519 or [bertina.lee@microsoft.com](mailto:bertina.lee@microsoft.com).