

Cartology Shopper Network

Digital Small Format advertising specifications

Static Creative

Naming convention	Brand_Client_Campaign_Smallformat_PixelDimension_Duration
Pixel dimensions	1080X1920
DPI	72
Format	JPG - Best Quality, Jpeg, PNG
File size	Under 30MB

Animated Creative

Naming convention	Brand_Client_Campaign_Smallformat_PixelDimension_Duration
Format	MP4
Codec compression	H264
Resolution	1080X1920
Bit rate	CBR constant Bit Rate 12 Mbp
File size	Under 60MB
Creative duration	7 seconds

