

eBay ad formats & specifications

Product definition	Dimensions (Note: All dimensions are in pixels)	File Weight (Recommended maximum initial download file weight)	Animation Length (Recommended animation length in seconds)	Additional notes
Rectangles & pop-ups (search, DCP & sign-out)	300 x 250 IMU (Medium Rectangle)	40k	15"	15" animation includes multiple loops. Maximum of Three loops allowed
	180 x 150 IMU (Rectangle)	20k	15"	15" animation includes multiple loops. Maximum of Three loops allowed
Banners & buttons (search, browse & my eBay)	468 x 60 IMU (Full banner)	20k	15"	15" animation includes multiple loops. Maximum of Three loops allowed
	728 x 90 IMU (Leaderboard)	40k	15"	15" animation includes multiple loops. Maximum of Three loops allowed
Skyscrapers (search, browse & my eBay)	160 x 600 IMU (Wide Skyscraper)	40k	15"	15" animation includes multiple loops. Maximum of Three loops allowed"
	120 x 600 IMU (Skyscraper)	40k	15"	15" animation includes multiple loops. Maximum of Three loops allowed
Monster Ad (sign-out page)	640 x 480 x 60 IMU (Full Banner)	40k	15"	15" animation includes multiple loops. Maximum of Three loops allowed
In-page Video Units	IAB Ad Unit Guidelines for example: 300x250	40 KB Max Initial Load File Size 1.2MB ** Add'l File Weight (Polite Download)	Anything up to 15" 12 fps (Flash specifics)	Controls: "Close X", Play, Pause, Rewind, Volume Font: 16 pt Web site labeling: "Advertisement" Audio initiation: User initiated on click
Pop-up or pop-under units	250 x 250 (Pop-up) 300 x 250 (Pop-up) 550 x 480 (Pop-up large) 720 x 300 (Pop-under)	40 KB Initial Load File Size 80KB Add'l File Weight (Polite Download)	Anything up to 15" 12 fps (Flash specifics)	Controls: Provided by Browser window Audio initiation: User initiated on click

** If Video is part of any other rich media units, polite download file weight should adhere to In-Page Video Limit of 1.2 MB.

Additional Notes

“**In-Stream Video Ads**” now refer to advertisements relating to video player environments, and creative guidelines for those units that appear in conjunction with streaming content,

Other Guidelines

- Creative format/type should be fully disclosed by the agency to the publisher.

Additional Considerations: CPU Usage

In contrast to file size, the complexity of drawings, gradients, slow moving animations and detailed moving elements can affect the number of calculations the CPU must make for each frame. Publishers may have, in addition to file weight guidelines, requirements for rich media advertisements that take CPU usage into account. eBay recommends a maximum of 12 frames per second.

Common High CPU Usage Factors:

- Frame Rate is over 12 frames per second; reducing the number to 12 does not degrade visual performance.
- Multiple animated sequences across many layers animating at the same time.
- Animated sequences set to be translucent and animating on top of an imported graphic (ex: jpeg, png, etc.).
- Action Script-generated events set to randomly generate (ex: fog and rain).
- Imported graphics scaled up over a long period of time.