Tripadvisor Ad Express (Ad Specs)

Product Type	Product Name	Size / Duration	Web/App	Copy Requirements	File Format	Max JPEG/GIF FileSize	HTML	3P Ad Verification	Trackers	Third Party Served Y/N	Rich Media Y/N	Video Controls (Plays/Mutes/Stop) Y/N	Audio	Max Animation: time limit & loops	Close button requirement	Multi Directional (Y/N)	Expandable Hotspot Limitations
Standard Media	Standard Display Tripadvisor	160x600, 300x250, 300x600, 728x90	Web	N/A	JPEG, PNG, GIF	200KB	N/A	Monitoring: Yes Blocking: No	3rd party impression and click tracker accepted	Y	Y	Close button: Yes Pause/stop: user initiated	Must be user generated	30 sec limit, unlimited looping	Y	Yes, Multidirectional	Expansion must be user-initiated
	Mobile	320x50, 300x250	Web and App (only 300x250 will serve in mobile web)	N/A	JPEG, PNG, GIF	200KB	N/A	Monitoring: Yes Blocking: No	3rd party impression and click tracker accepted	Y	Y	Close button: Yes Pause/stop: user initiated	Must be user generated	30 sec limit, unlimited looping	Y	Yes, Multidirectional	Expansion must be user-initiated
Native	Cross Platform Product (Cross Platform Explorer)	Image: 250x250 (No texts in the image)	Web	Copy (Required): Headline: Max 27 characters Body Text: 2 lines @ max of 27 characters each Sponsor Name: Max 30 characters *For double byte characters (common in Chinese, Japanese, and Korean languages), character limit is half of English characters	Logo: JPEG, PNG	Image: 200KB	N/A	Monitoring: Yes Blocking: N/A	3rd party impression and click tracker accepted	N	N	N/A	N/A	N/A	N/A	N/A	N/A