Native Ads

Native ad units are ad units that are integrated in the user's content experience and usually take the form of the content on the page. Typically, four types of native ad units are used, namely Story Ad, Video Ad, Product Ad, and App Install Ad. More details on Native Ad units and placements can be found in IAB Native Advertising Playbook (http://www.iab.com/wp-content/uploads/2015/06/IAB-Native-Advertising-Playbook2.pdf) and IAB Deep Dive on In-Feed Ad Units (http://www.iab.net/media/file/IAB_Deep_Dive_on_InFeed_Ad_Units.pdf). Further details and specifications are available in the OpenRTB Dynamic Native Ads API (http://www.iab.com/wp-content/uploads/2016/03/OpenRTB-Native-Ads-Specification-1-1_2016.pdf).

In this document, we outline the ad formats and specification for asset requirements for Native Ads.

Ad Unit

Format of the native ad unit will depend on the placement type. But in general, the assets required for native ads are similar. Any native ad unit may include a data asset, image asset, animation, and/or video.

Placement Types

1. In the feed of content, - i.e. as an item inside the organic feed/grid/listing/carousel
2. In the atomic unit of the content - i.e. in the article page or single image page
3. Outside the core content - i.e. in the ads section on the right rail, as a banner- style placement near the content
4. Recommendation widget, most commonly presented below the article content

Native Image Assets

Image Asset Type	Image Asset Aspect Ratio	Min Height (dp**)	Min Width (dp**)	Recommended File Weight (kB)
Icon	1:1	50 (max 300)	50 (max 300)	10
Main-Small	1:1	200	200	30
	4:3	200	267	30
	1.91:1	200	382	30
Main-Large	1:1	627	627	90
	4:3	627	836	100
	1.91:1	627	1198	150

Density-independent pixels (dp) where 320 dp is approximately 2 inches wide. dp = (width in pixels * 160) / screen density
E.g. for pixel density of 1, i.e. 160 pixels per inch (iPhone 3) 320dp is 320px (320 dp= (Xpx *160)/160).
For pixel density of 2, i.e. 320 pixels (iPhone 5) 320dp is 640px (320 dp= (Xpx *160)/320)

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Native Ads Data Assets

Data assets for native ads are components of the ad that are transmitted along with the ad file. For example, a native ad may be a product that includes customer review ratings and would include a number for the "rating" asset. A data asset that identifies the brand name of the sponsor ("sponsored by") is required.

Asset Type	Description	Format	Restrictions	Requirement
title	A title for the ad	text	25, 90, or 140-character limit	Recommended
sponsored	Name of the sponsoring brand	text	25-character limit	Required
desc	Descriptive text associated with the product or service being advertised. Longer length of text in response may be truncated or eclipsed by the exchange	text	140-character limit	Recommended
ratings	Rating of the product being offered to the user. For example, an app's rating in an app store from 0-5	number formatted as a string	0-5	Optional
likes	Number of social ratings or "likes" of the product being offered to the user	number formatted as a string		Optional
downloads	Number of downloads/installs of this product	number formatted as a string		Optional
price	Price for product/app/in-app purchase. Value should include the currency symbol in localized format	number formatted as a string		Optional
saleprice	Sale price that can be used together with price to indicate a discounted price compared to a regular price. Value should include currency symbol in localized format	number formatted as a string		Optional
phone	Phone number	formatted string		Optional
address	Address	text		Optional

Asset Type	Description	Format	Restrictions	Requirement
desc2	Additional descriptive text associated with the product or service being advertised	text		Optional
displayurl	Display URL for the ad. To be used when sponsoring entity doesn't own the content, i.e. sponsored by BRAND on SITE (where SITE is transmitted in this field). This applies to cases where the site to which user is taken on click-through is not the same as the brand in 'sponsored by'. E.g. sponsored by is "brand A" but the site is "xyz.com" and does not have brand A in the URL	text		Optional
ctatext	CTA description - descriptive text describing a 'call to action' button for the destination URL	text	15-character limit	Optional
custom	Additional ad components required or offered by the publisher.	custom		Optional