



Trending now



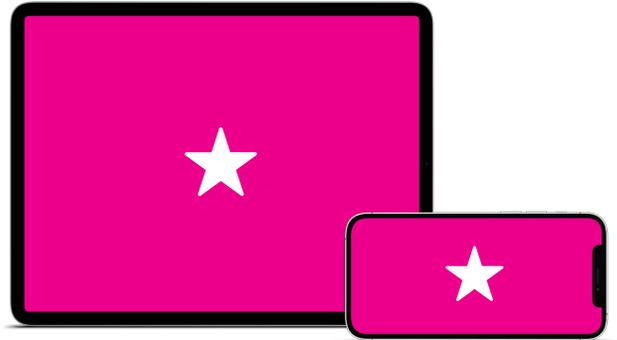
LG Ad Solutions Ad Specs

Cross-Device Ad Specs

Display | Mobile or Tablet Full-Screen Interstitials

LG Ad Solutions supports interstitial ads on tablet and mobile apps. An interstitial ad is a full-screen advertisement that may be displayed during launch or in between content.

Interstitial display ads can be site served by LG Ad Solutions. Assets needed are single static images along with tracking pixels. A 1x1 pixel for tracking impressions and a click-tracking pixel for tracking clicks can be provided.



Device	Dimension	Max Size	Submission Lead Time	Tracking
Mobile	768x1024 1024x768 320x480 480x320	200KB raw asset OR 3rd party JS tag	7 business days	1st party, 3rd party with 1x1 pixel OR 3rd party JS tag
Tablet	768x1024 1024x768			

Desktop, Mobile or Tablet Web Banners

Device	Dimension	Max Size	Submission Lead Time	Tracking
Mobile or Tablet Web	300x250 728x90	200KB raw asset OR 3rd party JS tag	7 business days	1st party, 3rd party with 1x1 pixel OR 3rd party JS tag
Desktop Web	300x250 300x600 160x600 728x90			



Cross-Device Ad Specs

Video | Pre- or Mid-Roll

File Format	3rd Party Tags (preferred): VAST 2.0 or VPAID 2.0 (For Desktop only, VAST preferred) Site Served: MP4 (preferred), MOV, FLV
Aspect Ratio	16:9
Dimensions	640×360, 1280×720, 1920×1080
Frame Rate	23.98 FPS, 25 FPS or 29.97 FPS
Bitrate	600+ KBPS for Mobile/Desktop, 1500+ KBPS for CTV video
Codec	h264
Duration	:15s, :30s, :60s (:90s available with limited support)
Max File Size	30MB raw asset OR 3rd party VAST/VPAID without size limit
Close Button	No, not required
Video	User initiated
Tracking	1st party, 3rd party with 1x1 pixel OR 3rd party VAST/VPAID JS tag
Submission Lead Time	7 business days

Ad serving and tracking for all creatives

Option 1 – LG Ad Solutions (Site) served with Standard 1×1s (Optional - Impression Tag + Quartile tracking tag + Click Tag)

Option 2 - 3rd Party Tags

- A.** VPAID and VAST accepted for Desktop
- B.** VPAID tags (including tags with any VPAID element inside) not accepted for CTV and Mobile/Tablet

LG Native Ad Specs

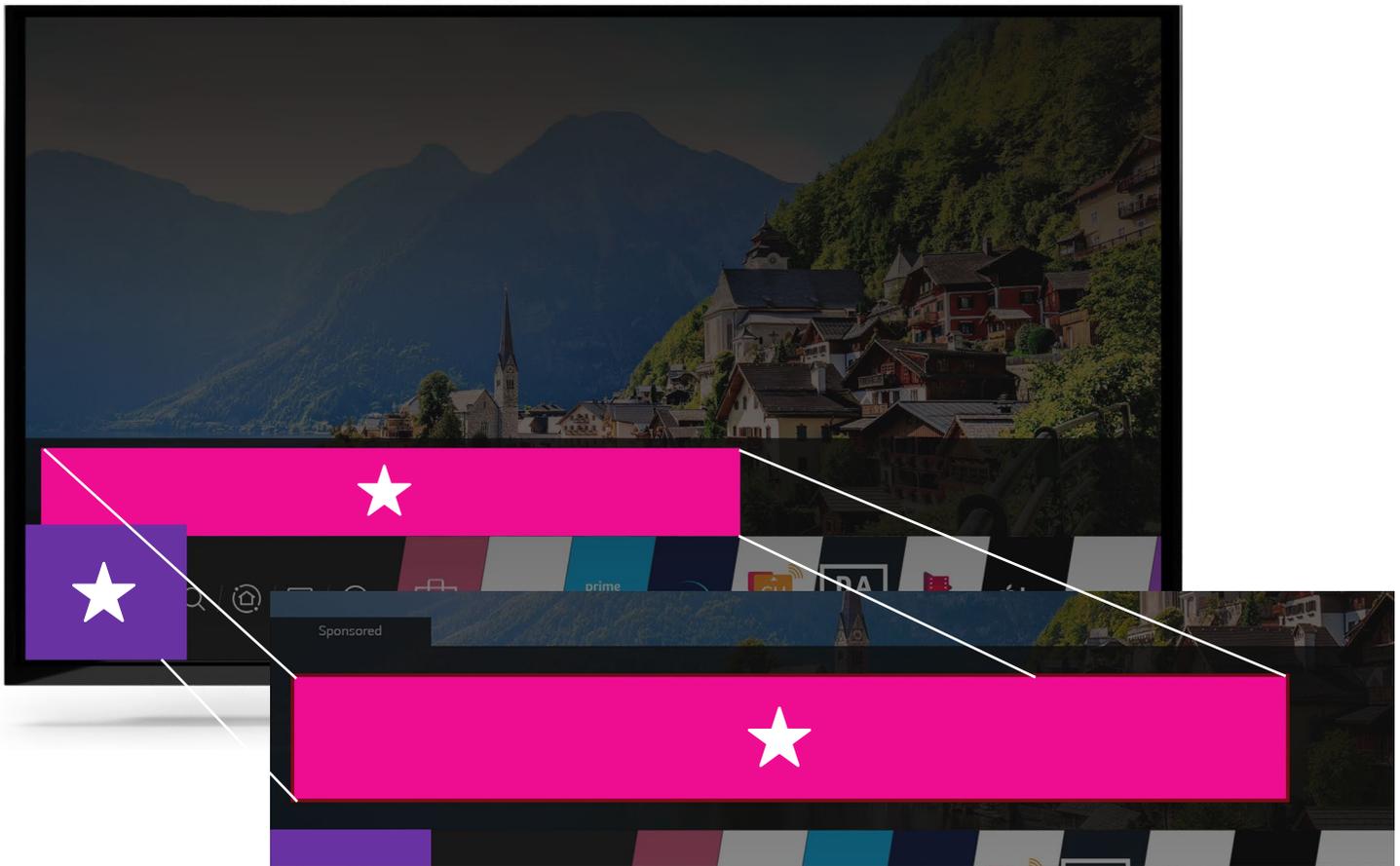
Home Launcher Ad Unit



File Format	PNG/JPG/GIF
Dimensions	300×250
Available Ad Interactions	<p>Click to App Click to DeepLink Click to Web – Website must be compatible with Chromium 87, 79, 68, 53 and 38 Click to Video – 16:9 ratio, Max :180s and 30MB Click to Image – 16:9 ratio, 1920×1080, 3MB Max Click to Overlay – Upon click, the ad unit expands into a full-screen video with a 300×250 banner in the bottom right corner.</p> <ul style="list-style-type: none">• At any time, the user can click the 300×250 banner to App, DeepLink or Web.• Requirements: Image is 300×250. Video is 16:9 ratio; Max :180s and 30MB
Specification	<p>Max File Size: 250KB GIF Frame Rate: Between :0.2s and :5s GIF Number of Frames: Up to 4 GIF Duration: Less than or equal to :15s</p>
Notes	<ul style="list-style-type: none">• Video, Image and Overlay Interactions not available in Germany.• Avoid small fonts and include a click interaction message for animated GIFs.
Submission Lead Time	7 business days
Tracking	1st party, 3rd party with 1x1 pixel (without action/redirect)

LG Native Ad Specs

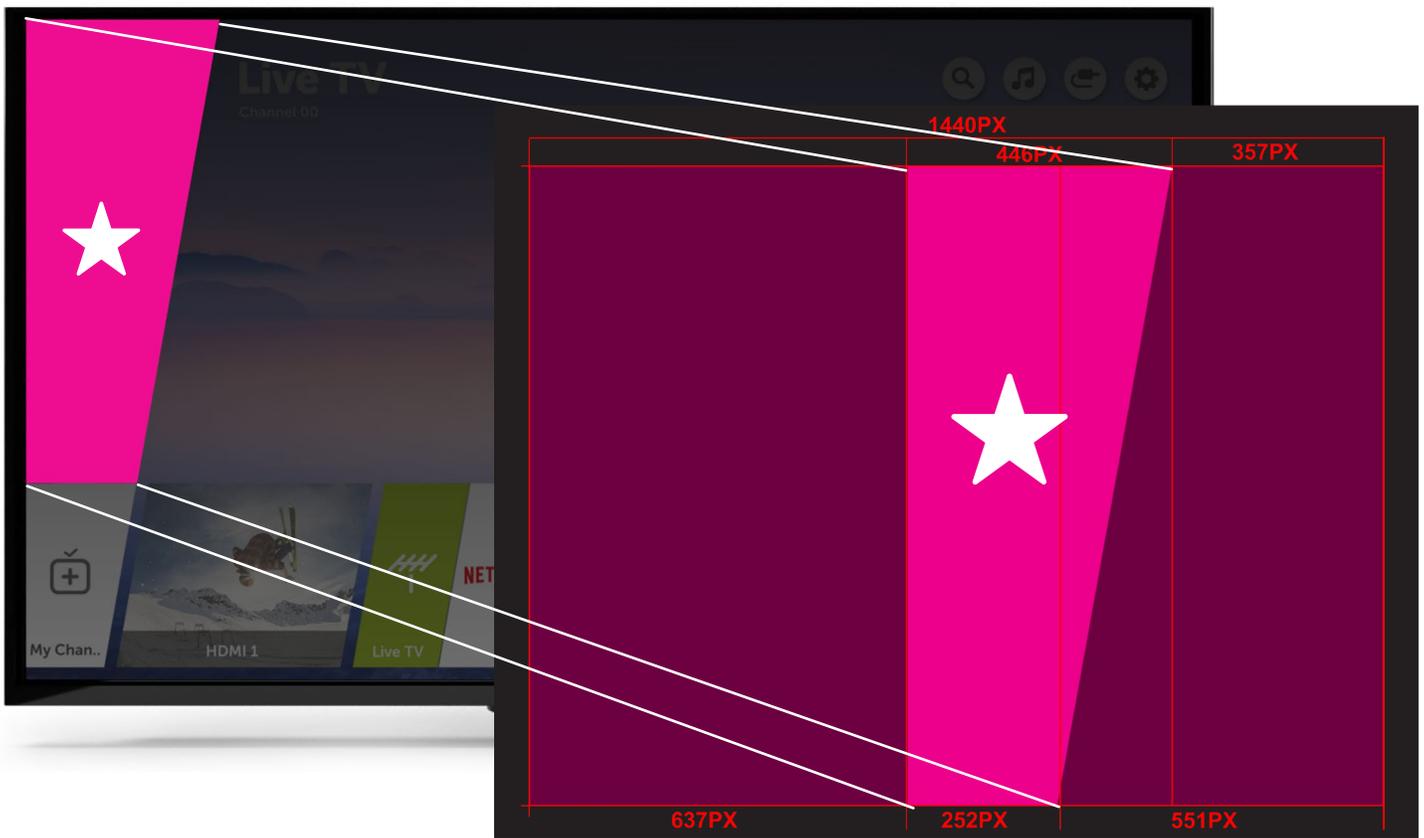
Halo Companion Ad Unit



File Format	PNG/JPG
Dimensions	1840×230
Available Ad Interactions	Click to App Click to DeepLink Click to Web – Website must be compatible with Chromium 87, 79, 68, 53 and 38 Click to Video – 16:9 ratio, Max :180s and 30MB Click to Image – 16:9 ratio, 1920×1080, 3MB Max
Specification	Max File Size: 3MB
Notes	<ul style="list-style-type: none">• The Halo Companion ad unit is always paired with the Home Launcher ad unit. Click interaction destinations are the same for both.• 3rd party trackers are not accepted for the Halo Companion ad unit. Impression reporting will only be provided on the Home Launcher ad unit, however Clicks will be reported on both the Home Launcher (300×250) and Halo Companion (1840×230).• Not available in Germany.• Avoid small fonts and placing key content in bottom left corner of the creative. Solid background preferred.• Please use the accompanying design template to create the ad so that the right area is in view.
Submission Lead Time	7 business days
Tracking	1st party, 3rd party with 1x1 pixel (without action/redirect)

LG Native Ad Specs

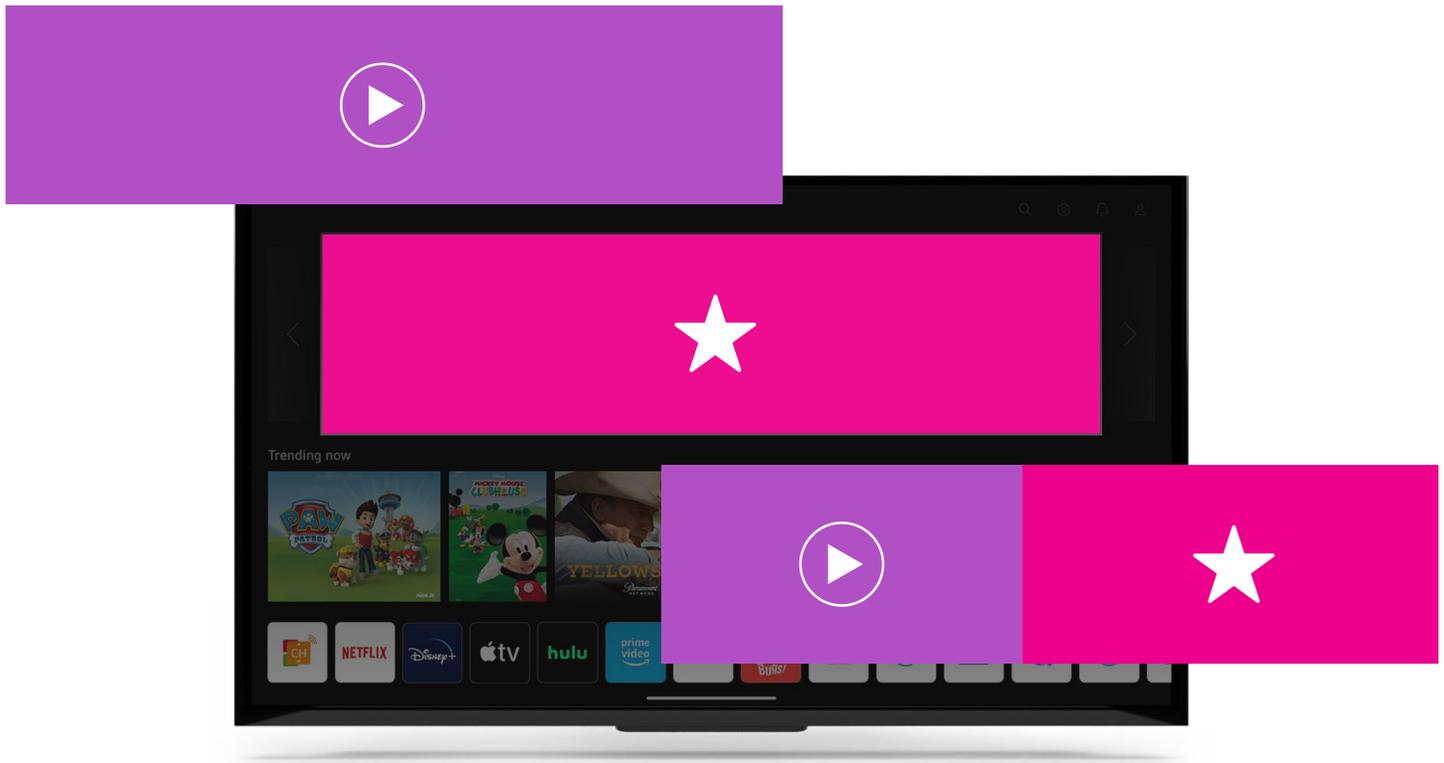
Wedge Ad Unit



File Format	PNG/JPG
Dimensions	1440×1080
Available Ad Interactions	<p>Click to App Click to DeepLink Click to Web – Website must be compatible with Chromium 87, 79, 68, 53 and 38 Click to Video – 16:9 ratio, Max :180s and 30MB Click to Image – 16:9 ratio, 1920×1080, 3MB Max Click to Overlay – Upon click, the ad unit expands into a full-screen video with a 300×250 banner in the bottom right corner.</p> <ul style="list-style-type: none"> • At any time, the user can click the 300×250 banner to App, DeepLink or Web. • Requirements: Image is 300×250. Video is 16:9 ratio; Max :180s and 30MB
Specification	Max File Size: 3MB
Notes	<ul style="list-style-type: none"> • Not available in Germany. • Please use the accompanying design template to create the ad so that the right area is in view
Submission Lead Time	7 business days
Tracking	1st party, 3rd party with 1x1 pixel (without action/redirect)

LG Native Ad Specs

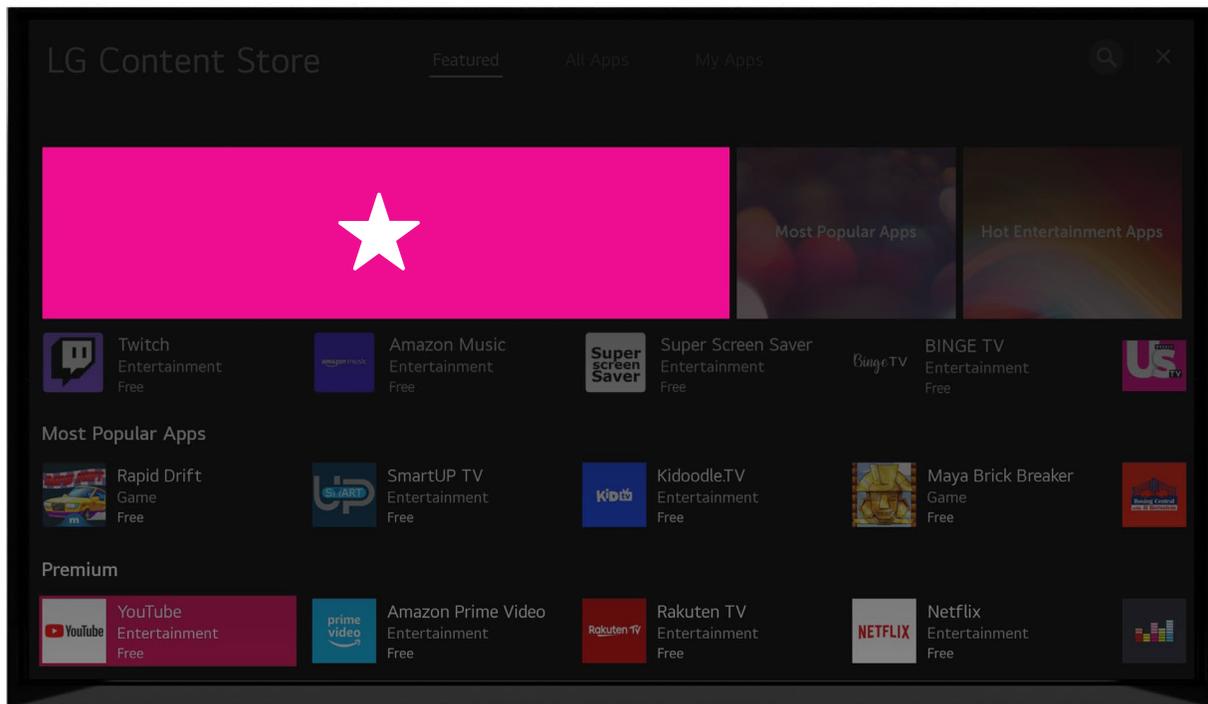
Carousel Ad Unit



File Format	PNG/JPG for Image, MP4 for Video
Dimensions	<p>The Carousel ad unit is a 1629x420 canvas with the option to display a Image, Video or a Image with Video Overlay.</p> <ul style="list-style-type: none"> Image: 1629x420 Video: 1629x420 (1628x420 also accepted). :6s or :15s to :30s and 30MB Max Image with Video Overlay: Image is 1629x420. Video is 16:9 ratio, :6s or :15s to :30s and 30MB Max. Can also accept 1.85:1(cinematic) or 2.39:1(anamorphic).
Available Ad Interactions	<p>Click to App Click to DeepLink Click to Web – Website must be compatible with Chromium 87, 79, 68, 53 and 38 Click to Video – 16:9 ratio, Max :180s and 30MB Click to Image – 16:9 ratio, 1920x1080, 3MB Max</p>
Specification	<p>Max File Size: 30MB for Video, 3MB for Banner, Video Codec: h264 Audio Codec: AAC preferred, PCM not supported</p>
Notes	<ul style="list-style-type: none"> The Carousel displays up to 5 cards and will auto rotate as long as the user remains on the screen. The rotation will pause upon user interaction. Videos are clickable and play automatically with no sound. Sound will play when user hovers over video. Include an end card within the video to avoid a black screen as this is the final frame and will remain on screen for :5s For Image with Video Overlay format, place key content in the right half of the Image as the Video Overlay is displayed on the left hand side. Please use the accompanying design template to create the ad unit so that the right area is in view.
Submission Lead Time	7 business days
Tracking	1st party, 3rd party with 1x1 pixel (without action/redirect)

LG Native Ad Specs

Content Store Ad Unit



File Format	PNG/JPG
Dimensions	970×250
Available Ad Interactions	<p>Click to App Click to DeepLink Click to Web – Website must be compatible with Chromium 87, 79, 68, 53 and 38 Click to Video – 16:9 ratio, Max :180s and 30MB Click to Image – 16:9 ratio, 1920×1080, 3MB Max Click to Overlay – Upon click, the ad unit expands into a full-screen video with a 300×250 banner in the bottom right corner.</p> <ul style="list-style-type: none">• At any time, the user can click the 300×250 banner to App, DeepLink or Web.• Requirements: Image is 300×250. Video is 16:9 ratio; Max :180s and 30MB
Specification	Max File Size: 250KB
Notes	<ul style="list-style-type: none">• Place key content within the center of the creative
Submission Lead Time	7 business days
Tracking	1st party, 3rd party with 1x1 pixel (without action/redirect)

LG Native Ad Specs

Secondary Home Screen Ad Unit



File Format	PNG/JPG/GIF
Dimensions	300×250
Available Ad Interactions	<p>Click to App Click to Deeplink Click to Web – Website must be compatible with Chromium 87, 79, 68, 53 and 38 Click to Video – 16:9 ratio, Max :180s and 30MB Click to Image – 16:9 ratio, 1920×1080, 3MB Max Click to Overlay – Upon click, the ad unit expands into a full-screen video with a 300×250 banner in the bottom right corner.</p> <ul style="list-style-type: none"> • At any time, the user can click the 300×250 banner to App, DeepLink or Web. • Requirements: Image is 300×250. Video is 16:9 ratio; Max :180s and 30MB
Specification	<p>Max File Size: 250KB GIF Frame Rate: between :0.2s and :5s GIF Number of Frames: Up to 4 GIF Duration: less than or equal to :15s</p>
Notes	<ul style="list-style-type: none"> • The Secondary Home Screen ad unit is required for Roadblock packages, providing share of voice on all Native ad units across all LG TVs. • The creative must be visually different from any other creatives provided to create a complementary and diverse viewing experience for the user. • For webOS 5.0, the ad will appear when the user hovers over the LG Content Store icon within the Home Launcher bar. • Avoid small fonts and include a click interaction message for animated GIFs.
Submission Lead Time	7 business days
Tracking	1st party, 3rd party with 1x1 pixel (without action/redirect)

LG Native Campaign Creative Guide

Required Ad Sizes

Please follow the below guidelines to make sure you have all of the necessary assets and information to successfully launch your LG Ad Solutions Campaign.

Ad Unit	Size	TV Year Models	webOS Version	Native ROS Placement	Native Roadblock
Home Launcher	300×250	2019, 2020	4.5, 5.0	Required	Required
Halo Companion	1840×230	2019, 2020	4.5, 5.0	Recommended	Recommended
Wedge	1440×1080	2016, 2017, 2018	3.0, 3.5, 4.0	Required	Required
Carousel	1629×420	2021, 2022, 2023	6.0, 22, 23	Required	Required
Content Store	970×250	2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023	3.5, 4.0, 4.5, 5.0, 6.0, 22, 23	Required	Required
Secondary Home Screen	300×250	2021, 2022, 2023	6.0, 22, 23	Not Required	Required

Pro Tips

- » Have you used our PSD templates to build your wedge, companion and halo creatives? [Find them here!](#)
- » Have you made sure all of the assets were below our maximum file sizes? (30MB videos, 3MB for large banners, 250KB for small banners)
- » Use our testing page to render your ads and verify that they meet the specs.
- » Remember that all assets are due 5 business days before launch.

LG Native Campaign Creative Guide

Ad Interaction

We offer several ad interactions. Make sure you are equipped with all of the information you need before campaign submission.

Interaction	Description	Required Information	Notes
Click to Web	Clicking on the ad opens the destination URL on the LG web browser .	Website URL	Website must be compatible with Chromium 87, 79, 68, 53 and 38
Click to Image	Clicking on the ad opens a full screen image.	Destination image of 16:9 ratio	
Click to Video	Clicking on the ad plays a full screen video with sound.	Destination video of 16:9 ratio	Note the video max is 30MB and :180s Video must meet the video codec (h264) and audio codec specs (aac)
Click to App	Clicking on the ad opens the designated LG Native app's home page if it is already installed on the TV, or opens the app page in the app store if the app is not installed on the TV.	App Name and TV models on which this app exists in the LG App Store	If your app is about to launch on the LG App Store, we recommend reaching out to the LG Ad Solutions team well ahead of the campaign to leave time to find the relevant app information Recommended for all of our native app partners for best user experience.
Click to Deeplink	Clicking on the ad launches the show or opens the show page on the LG Native app if it is already installed on the TV, or opens the app page in the app store if the app is not installed on the TV.	App name and deeplink (usually composed of a content ID)	We recommend reaching out to the LG Ad Solutions team well ahead of the campaign to leave time to test the deeplink Recommended for all of our native app partners for best user experience.
Click to Overlay	Clicking on the ad plays a full screen video with sound. A small clickable "overlay" banner is present in the bottom right hand corner throughout the video play.	Video of 16:9 ratio 300x250 banner Click information for the overlay banner (website, app, deeplink)	Note the video max is 30MB and :180s

LG Ad Solutions

LG Ad Solutions is a global leader in connected TV and cross-screen advertising, helping brands find hard-to-get unduplicated reach at optimal frequency across the fragmented streaming TV landscape.

By leveraging LG's years of experience in delivering world-class smart TVs to consumers worldwide, LG Ad Solutions combines big TV audience data and Video AI to connect brands with audiences across all screens.

Learn more: www.lgads.tv
Contact at us: info@lgads.tv

LG Ad Solutions is GDPR, CCPA, & FTC compliant with clear consumer opt-in and opt-out processes. Find additional information at <https://alphonso.tv/privacy>