

LG Ad Solutions

Native Campaign Creative Guide

1. 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 Type | Size | Year Models | OS Versions | Native ROS Placement | Native Roadblock |
|-----------------------------------|------------------------------------------------------------------------------------|------------------------------------|-----------------------------|---------------------------------------|---------------------------------------------------------------|
| Wedge Unit | 1440x1080 | 2016, 2017, 2018 | 3.0, 3.5, 4.0 | Required | Required |
| Home Launcher | 300x250 | 2019, 2020 | 4.5, 5.0 | Required | Required |
| Home Launcher with Halo Companion | 1840x230 halo and 300x250 home launcher | 2019, 2020 | 4.5, 5.0 | Recommended | Recommended |
| Companion Unit | 300x250 (must be different to the primary home launcher, hero and carousel assets) | 2020, 2021, 2022 | 5.0, 6.0, 22 | Not available | Required |
| Hero Unit | 1354x762 | 2021, 2022 | 6.0, 22 | Required 16:9 video also supported | Required 16:9 video also supported |
| Carousel Unit | 1629x420 | 2021, 2022 | 6.0, 22 | Required | Required 1629x420 video and companion video also supported |
| Content Store | 970x250 | 2017, 2018, 2019, 2020, 2021, 2022 | 3.5, 4.0, 4.5, 5.0, 6.0, 22 | 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, 150KB for smaller 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

2. Ad Interaction

Our native ads offer several click interactions. Make sure you are equipped with all of the information you need before you submit your campaign!

| Interaction | Description | Required Information | Notes/Tips |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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 must be < 30MB and < 180s Video must respect 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 deep-link | 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 must be < 30MB and < 180s |