Creative specifications

Every field, dimension, file type and limit for the C Wire ad formats.

IMPACT

Story Ad

Immersive vertical storytelling format optimised for mobile engagement

Logo	Ratio: 1:1 Format: JPG or PNG
Advertiser	Max. 40 characters limit (spaces included)
CTA	15 characters limit (spaces included) HEX code for the colour of the button
Story Cards	Ratio: 9:16 Video: MP4, MOV or GIF / max. 4MB Image: JPG or PNG
Tracking (optional)	Click, impression and completed view tracking

PRODUCT DISCOVERY

Showcase Ad

Gallery-style format perfect for showcasing multiple products or features

Title	45 characters limit (spaces included)
CTA	15 characters limit (spaces included) HEX code for the colour of the button
Cover image or video	Ratio: 16:9 or 1:1 (1:1 delivers only on mobile) Option video: - Format: MP4 or MOV - Recommended duration: up to 15 seconds Option image: - Format: JPG or PNG
Carousel images	3 to 10 images Ratio: 1:1 Format: JPG or PNG Each carousel image can have its own landing page
Tracking (optional)	Click, impression and completed view tracking (for video)

NATIVE

Sponsored Post

Editorial-style native format that takes the look of the page it runs on

Headline	45 characters limit (spaces included)
Description	90 characters limit (spaces included)
Image	Ratio: 16:9 or 1:1 (1:1 delivers only on mobile) JPG or PNG
Logo (optional)	Ratio: 1:1 JPG or PNG
CTA	15 characters limit (spaces included) HEX code for the colour of the button
Tracking (optional)	Click and impression tracking

INTERACTIVE

Gamification Ad

Custom-built gamified experiences tailored to your campaign objectives

Step 1 | Brainstorming phase	Our experts work with you to develop gamified concepts tailored to your campaign objectives
Step 2 | Storyboard creation	We craft a detailed storyboard based on the chosen concept, so your vision is captured before approval
Step 3 | Ad development	Our team designs and develops the ad, ready to launch after your final approval
Tracking (optional)	Click and impression tracking

IMPACT

Wideboard XL

The Wideboard XL format can be used both interactively and statically.

Assets	Video: MP4 or MOV Image: JPG or PNG
Size	994x500 pixels
CTA	15 characters limit (spaces included) HEX code for the colour of the button
Arrows	HEX code for the arrows (only for the flip effect variant)
Tracking (optional)	Click, impression and completed view tracking

IMPACT

Flip Ad

Scroll-triggered animation that flips the ad to reveal new content, creating a before-and-after experience

Front image	Ratio: 16:9 JPG or PNG
Back image	Ratio: 16:9 JPG or PNG
Flip trigger	Scroll-based (triggers at 50% viewport visibility)
Tracking (optional)	Click and impression tracking

VIDEO

YouTube Bumper Ad

Maximum impact: ideal for broad reach and strong brand presence. Also perfect as a reminder ad.

Video	16:9, max. 6 seconds The video must be delivered as a YouTube link with visibility set to "Public" or "Unlisted".
Headline	max. 30 characters
Long headline	max. 90 characters
Description	max. 90 characters
Call to action	max. 10 characters
Business name	max. 25 characters

VIDEO

YouTube Non-Skippable Ad

Undivided attention: your spot plays in full before the requested content starts.

Video	16:9, max. 15 seconds The video must be delivered as a YouTube link with visibility set to "Public" or "Unlisted".
Headline	max. 30 characters
Call to action	max. 10 characters
Business name	max. 25 characters

VIDEO

YouTube Skippable In-Stream Ad

Relevance over force: users decide for themselves whether to keep watching, so you reach the people who actively engage with your message.

Video	16:9, skippable The video must be delivered as a YouTube link with visibility set to "Public" or "Unlisted".
Headline	max. 30 characters
Long headline	max. 90 characters
Description	max. 90 characters
Call to action	max. 10 characters
Business name	max. 25 characters

VIDEO

Sponsored Video

High-attention video format mixed with text to match the reading experience.

Title	45 characters limit (spaces included)
Description	90 characters limit (spaces included)
CTA	15 characters limit (spaces included) HEX code for the colour of the button
Video	Ratio: 16:9 or 1:1 (1:1 delivers only on mobile) MP4 or MOV
Tracking (optional)	Click, impression and completed view tracking (for video)

VIDEO

Branded Player

Custom video player with persistent branding and player skins throughout the viewing experience

Video	Ratio: 16:9 Format: MP4 or MOV
Player skin	Image background: - Ratio: 16:9 - Format: JPG or PNG Alternative: custom colours via HEX codes
Brand logo	Ratio: 1:1 PNG with transparency
End card	Optional end screen with CTA Ratio: 16:9 Format: JPG or PNG
Tracking (optional)	Click, impression and completed view tracking (for video)

VIDEO

Outstream Video

Auto-playing video inside editorial content, playing when in view and pausing when scrolled past

Video	Ratio: 16:9 Format: MP4 or MOV
Tracking (optional)	Click, impression and completed view tracking (for video)

INTERACTIVE

Flex Cube Ad

Interactive cube that users can rotate to explore a different facet of your brand on each side

Title	20 characters limit (spaces included) Can be different for each product
CTA	15 characters limit (spaces included) HEX code for the colour of the button
Logo	Format: JPG or PNG Ratio: 1:1
Background	Option 1: HEX colour code Option 2: - Ratio: 1:2 - Format: JPG or PNG
Product images	3 to 10 images (each image can have a different landing page) Ratio: 1:1 Format: JPG or PNG
Video (optional)	Max. 1 video Ratio: 1:1 / MP4 or MOV Duration: 6 to 15 seconds
Product price (optional)	12 characters limit (spaces included) Can be different for each product
Tracking (optional)	Click and impression tracking

IMPACT

Spotlight Ad

Format combining a video background with bold product imagery for immediate visual impact

Title	20 characters limit (spaces included)
Product name	18 characters limit (spaces included)
Product details (optional)	40 characters limit (spaces included)
CTA	15 characters limit (spaces included) HEX code for the colour of the button
Logo	JPG or PNG
Background	Option 1: HEX colour code Option 2: image ratio 1:2 / JPG or PNG
Video	Ratio: 16:9 Format: MP4 or MOV Duration: 6 to 15 seconds
Product images	1 to 3 images Ratio: 1:1 Format: PNG (ideally with a transparent background)
Detail images (optional)	1 to 2 images Ratio: 1:1 Format: JPG or PNG
Tracking (optional)	Click and impression tracking

NATIVE

Native Ad

Our Native Ads are integrated into premium publisher environments across a variety of placements. Because they adapt to each site's design and layout, their appearance can vary between publishers and placements. This format is well suited to driving relevant traffic to your website.

Headline	45 characters limit (spaces included)
Short headline	25 characters limit (spaces included)
Description	90 characters limit (spaces included)
Short description	60 characters limit (spaces included)
Image	Ratio: 16:9 and 1:1 JPG or PNG Images can be cropped slightly depending on the placement requirements. Please make sure images contain no text or logos.
CTA	15 characters limit (spaces included) HEX code for the colour of the button
Tracking (optional)	Click and impression tracking
Disclaimer	Depending on the placement, not all creative elements are displayed.

PRODUCT DISCOVERY

Native Carousel

Gallery-style format for showcasing multiple products or features, delivered in responsive templates or IAB standard sizes

Title	45 characters limit (spaces included)
CTA	15 characters limit (spaces included) HEX code for the colour of the button
Cover image	Ratio: 16:9 or 1:1 Image: JPG or PNG Each carousel image can have its own landing page
Tracking (optional)	Click and impression tracking