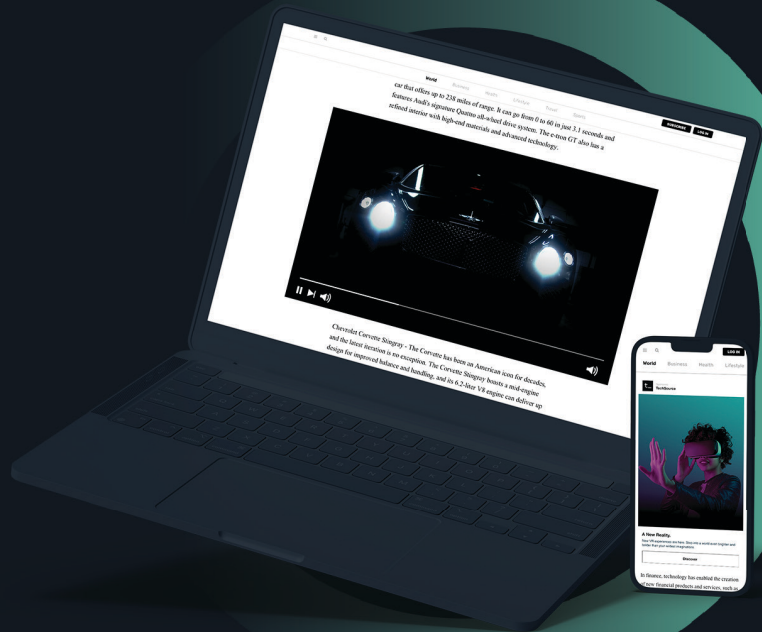# Onyx

by Outbrain
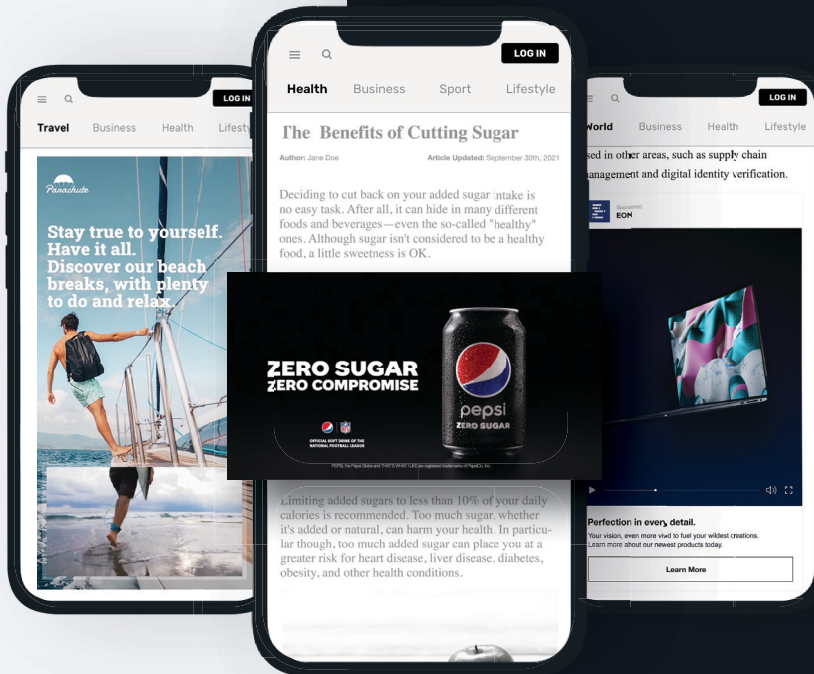
Experiences & Specifications.

Our Experience Suite.

Onyx allows you to leverage Pre-Roll Video, Outstream Video, or High-Impact Display formats in a high-attention environment.

53%+ Higher Attention
than open web display benchmarks*

19%+ Higher Attention
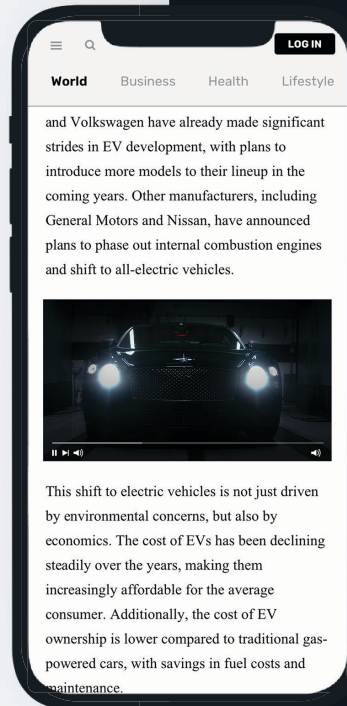than open web video benchmarks*

*As measured by Adelaide across Onyx MVP campaigns

Pre-Roll Video (Standard).

Use context-powered Pre-Roll to introduce your brand within relevant, high attention editorial content. PMP or Managed.
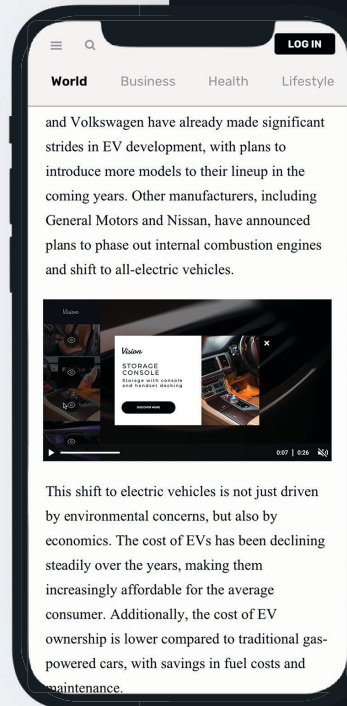
Desktop & Mobile

- VAST 2.0, 3.0, 4.x, VPAID 2.0
- **File types:** AVI, MOV, MP4, M4V, MPEG, MPG, WEBM, WMV
- **Video Size:** Up to 100 MB
- **Duration:** Up to 60 seconds
- **Aspect Ratio:** Landscape/horizontal: 16:9 or 4:3
- **Click Through URL:** Mandatory
- **Impression Tracker:** Optional
- Trackings must be HTTPS (able to serve via SSL)
- **Image files:** JPG, PNG (for branded players)
- Font files if required

Interactive Pre-Roll Video.

Pre-roll video with interactive sidebar that opens individual overlay cards based on user interaction/decision. Managed only.
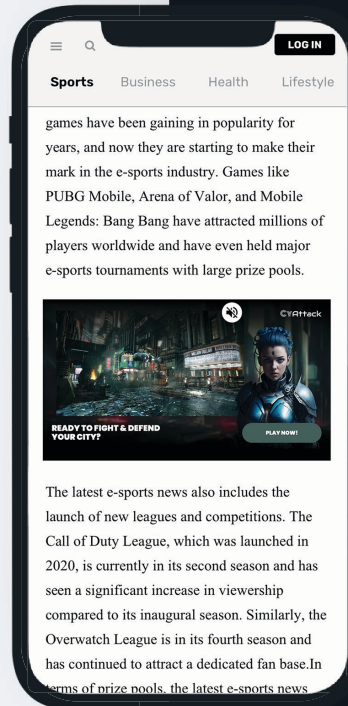
	Text	Images	Video	URL
Video	N/A	N/A	• **Video ratio:** 16:9 • **Recommended size:** 1920 x 1080 • **Video:** MP4 • **Video weight:** Max 5 MB	**Optional:** Unique URL
Brand Card	N/A	**Brand Logo:** 400 x 300 (4:3)	N/A	**Optional:** Unique URL
Interactive Elements	**Optional:** • **1 - 4 Titles:** Max 30 characters • **1 - 4 Descriptions:** Max 90 characters • **1 - 4 CTAs:** Max 20 characters *Font selection available.	• 1 – 4 Images • **Image ratio:** 1:1 • **Recommended size:** 1200 x 1200 • **Image format:** JPG, PNG • **Image weight:** max 1 MB		**Optional:** Max 4 unique URLs

Branded Pre-Roll Video.

Pre-roll video blended with up-front branding impact from first impression. Managed only.

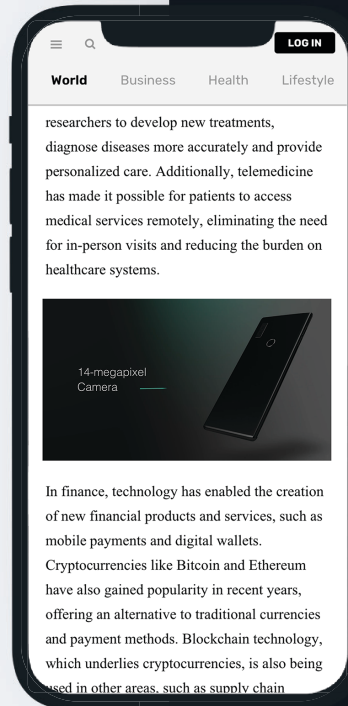|	Text	Images	Video	URL
Video	N/A	N/A	• **Video ratio:** 16:9 • **Recommended size:** 1920 x 1080 • **Video:** MP4 • **Video weight:** Max 5 MB	**Optional:** Unique URL
Brand Card	N/A	**Brand Logo:** 400 x 300 (4:3)	N/A	**Optional:** Unique URL
Interactive Elements	**Optional:** • **1 – 4 Titles:** Max 30 characters • **1 – 4 Descriptions:** Max 90 characters • **1 – 4 CTAs:** Max 20 characters *Font selection available.	• 1 – 4 Images • **Image ratio:** 1:1 • **Recommended size:** 1200 x 1200 • **Image format:** JPG, PNG • **Image weight:** max 1 MB		**Optional:** Max 4 unique URLs

Outstream Video.

Leverage the classic video experience in higher-attention environments. PMP or Managed.

Desktop & Mobile

- VAST 2.0, 3.0, 4.0, / VPAID 2.0 (must be encapsulated into a VAST)
- **File types:** MP4, MPEG, MPG, MOV, 3GP, AVI
- **Recommended format:** MP4 (H264 AAC)
- **Video Size:** min. 1MB max 250 MB
- **Duration:** Up to 60 seconds
- **Aspect Ratio:** Landscape: 16:9, 1.91:1, or 4:3 | Portrait/Vertical: 9:16, 1:1.91 or 4:3 | Squared: 1:1
- **Minimum width:** 120 pixels
- **Minimum height:** 120 pixels
- **Frame rate:** up to 30 FPS
- **Bitrate:** min. 300 Kbps, max. 3500 Kbps
- **Click Through URL:** Optional (recommended)
- **Impression Tracker:** Optional
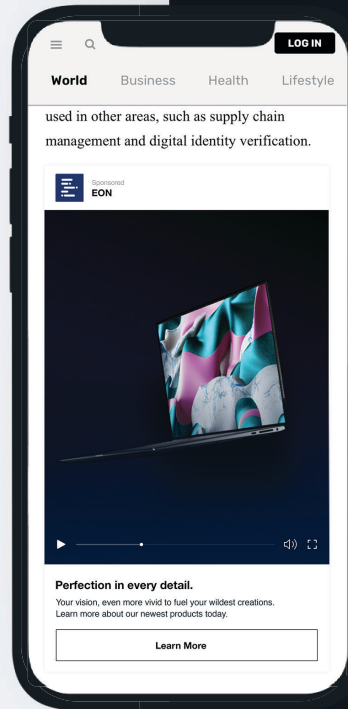- Trackings must be HTTPS (able to serve via SSL)

High Impact Display.

Rich, vertical high-impact display experiences that spark deeper interaction and engagement. PMP or Managed.

When Providing Assets to Outbrain to Create Your Format

- **Image Size:** Can support 300x600, 336x280, 300x250
- **Image Format:** JPG, PNG, MP4
- **Image Weight:** Max 2.5 MB
- **Main Image / Video Ratio:** 1:1.3 (1200x1560), 1:1 (1200x1200)
- **Additional assets:** Brand logo ratio: 1x1 (250x250 size recommended), Brand name: 25 characters, Title: 30 characters, Description: 90 characters, CTA: 15 characters

When Uploading Your Existing Assets in Your DSP

- **Image Size:** Can support 300x600, 336x280, 300x250
- **Image Format:** JPG, PNG, MP4
- **Image Weight:** Max 2.5 MB
- **Supporting HTML5 display banners**

Hybrid High-Impact Display.

A reactive High Impact Display format with a blend of rich creatives and messaging, designed to deliver attention. PMP or Managed.

300x600 template size. Mobile only.				
	Text	**Images**	**Video**	**URL**
Brand Card	• **Optional Title:** Max 70 characters • **CTA Button:** Max 20 characters *Font and background colour selection available.	Brand Logo: 400 x 300 (4:3)	N/A	**Optional:** Unique URL
Hero Card	N/A	• **Image ratio:** 3:2 • **Recommended size:** 1200 x 800 • **Image format:** JPG, PNG • **Image weight:** max 2.5 MB	• **Video ratio:** 3:2 • **Recommended size:** 1200 x 800 • **Video:** GIF, MP4 • **Video weight:** max 2.5 MB	**Optional:** Unique URL
Gallery Card	**Optional:** 2 - 5 Titles: Max 70 characters *Font selection available.	• 2 –5 Images • **Image ratio:** 2:1 • **Recommended size:** 1200 x 600 • **Image format:** JPG, PNG • **Image weight:** max 1 MB		**Optional:** Max 5 unique URLs

World   Business   Health   Lifestyle

LOG IN

Vision

5 seat, stylish interior with climate control
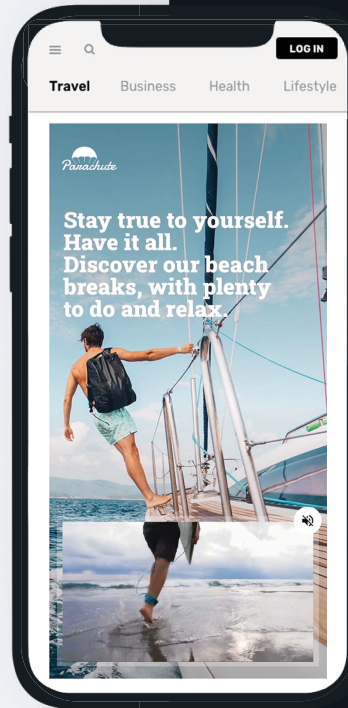
Discover more

Swipe High-Impact Display.

Built-in responsive animation; moving the image from side to side, indicating user should swipe for more. Upon swipe, second card can include optional embedded video and a CTA button. PMP or Managed.

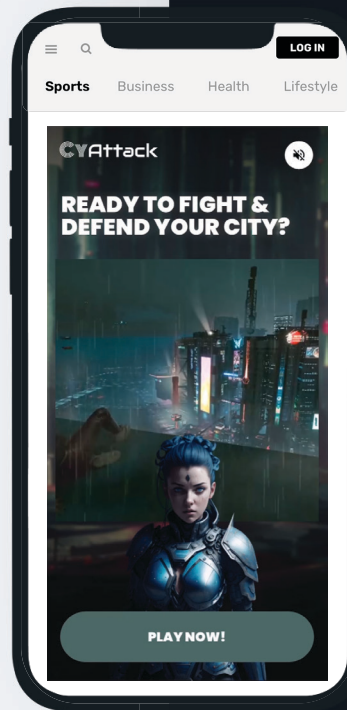|	Text	Images	Video	URL
300x600 template size. Mobile only.				
Display Card 1	• **Title:** Max 70 characters • **CTA Button:** Max 20 characters *Font selection available	• **Brand Logo:** 400 x 300 (4:3) • **One image:** 1000 x 1000 (square 1:1) • **File Types:** JPG, PNG • **Image weight:** max 1 MB	N/A	**Optional:** Unique URL
Display Card	• **Title:** Max 70 characters • **CTA Button:** Max 20 characters *Font selection available	As above	• **Video ratio:** 3:2 • **Recommended size:** 1200 x 800 • **Video:** GIF, MP4 • **Video weight:** max 2.5 MB	**Optional:** Unique URL

Showcase High-Impact Display.

Responsive autoplay video starts on scroll and pauses out of view. With background and overlay images, titles and CTAs to deliver key messages. PMP or Managed.

300x600 template size. Mobile only.			
Text	**Images**	**Video**	**URL**
Display Card • **Title:** Max 70 characters • **CTA Button:** Max 25 characters *Font selection available	• **Brand Logo:** 400 x 300 (4:3) • **Background image:** 500 x 1000 (1:2) • **Overlay image:** 500 x 1000 (1:2) *Must be transparent PNG* • **File Types:** JPG, PNG • **Image weight:** max 1 MB	• **Video ratio:** 3:2 • **Recommended size:** 1200 x 800 • **Video:** GIF, MP4 • **Video weight:** max 2.5 MB	**Optional:** Unique URL

Questions?
Reach out to your sales representative.