

# Kobler – Creative Specs Overview

This one-pager summarizes everything you need to know to prepare and upload your creatives for display on the Kobler platform.

# **File Requirements**

- Supported formats: .png, .jpeg/.jpg, .gif, .bmp, .html, .zip (HTML5)
- Max size: 150 KB
- Landing page URL: Required (include UTM if needed)

## Video Ads

- Must be compressed externally (e.g., Seenthis or Adserve)
- Upload after compression

# **Third-Party Tags**

Supported ad servers:

- Adform
- Adserve
- Bannerflow
- Delta
- Google (DoubleClick)
- OptOut

Others? Email: <a href="mailto:support@kobler.no">support@kobler.no</a>

#### **Submitting Materials**

- Self-service: Upload via "Ad Creative" tab
- Managed campaigns: Email files to <u>cs@kobler.no</u> at least 3 days before launch

### **Ad Hosting Options**

- **Basic:** One ad per format
- Advanced: Multiple ad sets (e.g., rotators)

#### **Recommended Formats**

All available formats are listed in the <u>Kobler platform under **"Inventory"**</u> in the main menu, as well as on our <u>support page</u>.

#### **Supported Regions**

Ad formats available for **Norway, Sweden, and Denmark**. All creatives must follow IAB guidelines.

## **Need Help?**

- Technical questions: <a href="mailto:support@kobler.no">support@kobler.no</a>
- Customer service: <u>cs@kobler.no</u>