Digital Advertising Standards and Creative Specifications

(Last revised: October 21, 2026)

To learn more about Bell Media Digital visit: http://www.bellmedia.ca/digital/

Contact AdOperationsSupport@bellmedia.ca for any questions

Bell Media sites are IAB Canada compliant. Bell Media reserves the right to refuse any advertising/advertisers, make exceptions to this policy on a case-by-case basis, as well as, to make changes and add to this policy at any time. If you have any questions regarding creative submissions, please contact your Bell Media Account Representative.

PLEASE NOTE: ANY ELEMENT NOT MEETING SPEC WILL BE RETURNED FOR REVISION, WHICH MAY DELAY THE EXPECTED LAUNCH DATE AND RESULT IN LOST IMPRESSIONS

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Available Web Ad Placements

Sites	In-Stream video	Flying Carpet (mobile Phone)	Pause Ad	Sponsored Collection	Features Row	Casting Screen	Video Overlay Banner	Custom In-Article/ Outstream / Carousel	Custom In-Feed Ads	Connected TV	320x50 (Mobile Web)	Skin	970x250	728x90	300x250	300x600	970x90
Bardown.com								•						•	•	•	
Bloomberg.com	•												•	•	•	•	
BNNBloomberg	•	•	•					•	•			•	•	•	•	•	•
CP24	•	•	•					•				•	•	•	•	•	
Crave	•		•	•			•			•							
CTV News[A]	•	•	•					•	•			•	•[8]	•[8]	•	•[8]	
Dotdash Meredith														•	•		
iHeart.com[C]	•										•			•	•	•	
iHeartRadio.ca		•						•			•	•	•	•	•	•	
My Bell															•		
More.ctv.ca / Etalk.ca[B]	•										•		•[4]	•	•[2]	•[3]	
Shopico.ca											•			•			
The Beaverton	•										•			•	•	•	
TSN	•	•	•			•		•	•	•	•	•	•[6]	•	•	•	
Crave	•		•	•						•							
iHeart.com[C]	•										•			•	•	•	
iHeartRadio.ca		•						•			•	•	•	•	•	•	•
Mon Bell															•		
Noovo Info	•	•	•				•[1]	•			•			•	•	•	
Noovo Moi	•	•						•			•			•	•	•	
RDS	•	•	•			•		•	•		•	•	•	•	•	•[7]	
RDS homepage[D]	•										•	•	•	•	•	•[7]	
Shopico.ca											•			•			

[A] **CTV News** includes National and Local sites. *300x600 and Portrait 300x1050 and Leaderboard (728x90, 970x90, 970x250) are not available on News homepages.

[B] https://www.ctv.ca/etalk and https://www.ctv.ca/thesocial follow the same specs as CTV.ca

[C] On iHeart.com 300x250, 300x600, 300x1050, 728x90 are only available on Desktop and tablet. For the phone, only the 320x50 is available. Video is possible everywhere

[D] **RDS Homepage**: 300x600 can only be served with an ad under 120px in length in the leaderboard slot.

[1] Video Banner Overlay is available only on Desktop with maximum frequency of one banner per content

[2] 300x250 unavailable on etalk.ca homepage – supported on etalk.ca articles

[3] More.ctv.ca / etalk.ca – 300x600 supported only on Desktop

[4] More.ctv.ca / etalk.ca – 970x250 lazy loaded at bottom of article above recommended articles

[5] TSN.ca - The Banner is hidden when there is an Homebox

[6] TSN.ca - 970x250 is available only on Homepage and article pages. For sponsorship, provide a 300x600 as responsive format (Tablet) and 300x250 (Mobile phone)

[7] 300x600 and 300x1050 are only available on homepage and articles pages. For homepage Sponsorships, responsive sizes 300x600 (tablet) and 300x250 (mobile) are required for the 300x1050 format and 300x250 (mobile) for the 300x600 format.

[8] 300x600, 300x1050 and Banners (728x90, 970x90, 970x250) are not available on CTV News Homepage

Crave includes Noovo (CanalD, CanalVie, Investigation, Noovo and Z) and CTV (CTV Life, CTV Drama, E! Canada, USA Network, Oxygen, CTV Wild, CTV Nature, CTV Speed, CTV Comedy, CTV Sci-Fi, CTV Throwback, CTV Movies, Much) **** The E! channel is scheduled to sunset on December 31, 2026*

US Brands include E! Online; only 320x50 is supported on the US site. **** The E! channel is scheduled to sunset on December 31, 2026*

Dotdash Meredith includes Investopedia, Travel + Leisure, All Receipes, Food&Wine, InStyle, Parents, The Spruce, Verywell Health, People, Lifewire

SLA Creative Deadlines

Standard Ad Creative	3 business days before launch
Rich Media/Third Party Ad Creative	5 business days before launch
In-Stream Video	5 business days before launch
Custom executions	30 days before launch

Z-Index Guideline

Z-Index Range	Content Type
0 - 4 999	Standard Ads, In-banner video, Filmstrip, Pushdown
5 000 - 1 999 999	Expandable ads
Aucun	TSN creative types should not have z-index value
4 999	RDS Masthead z-index must be 4999
2 000	RDS Expandable Big Box
6 000 000 +	Mobile Web Interstitials

Standard Ads

Creative Unit Name	Dimension	Max Initial K-weight (kB)		Max subload K-weight (kB)	
		JPG, PNG, GIF	HTML5*	JPG, PNG, GIF	HTML5[3]
Leaderboard	728x90	75 KB	150 KB	150 KB	300 KB
Big Box	300x250				
Half Page	300x600	80 KB	200 KB	400 KB	400 KB
Mobile Phone Leaderboard	320x50	50 KB	50 KB	100 KB	100 KB

* HTML5 must be implemented within an accepted third party tag

Rich Media

All rich media must be third party ad served

970x250

Dimension	Max. Initial File Load Size	Max. Additional Initial File Load Size	Subsequent Max. Polite File Load Size	Subsequent Max. User Initiated File Load Size	Max. Animation & Video Length	Audio/Video
970x250	80 KB	5 KB	1 MB	1.5 MB for creative files 10 MB total for creative and video combined All videos must be progressive load. Cannot be streaming	30 sec. or less; unlimited with interaction. 30 sec max. If User initiated	User-initiated (on click: mute/un-mute); default is mute Play, Pause, Mute (and/or Volume control to 0)

1. For TSN, Z-Index Value must be removed
2. Adheres to IAB Canada specifications.
3. All media creativity products must be approved by a Web project manager and the editorial team before going live.
4. For RDS Please add z-index 4 999
5. BNN Bloomberg, CP24, and CTV News require editorial approval

In-Unit Video (video plays within an ad unit)

1 For RDS, client must provide a 320x50 to go with the sponsored 728x90; or a 300x250 to go with the sponsored 300x600 to serve on

Creative Unit Name	Dimension	Max. Initial File Load Size	Max. Additional Initial File Load Size	Subsequent Max. Polite File Load Size	Subsequent Max. User Initiated File Load Size	Max. Video Length	Audio Initiation	Minimum Required
Leaderboard	728x90	75 KB/ 150 KB for HTML5	5 KB	100 KB	2,2 MB; unlimited if streaming	30 sec. or less; unlimited with interaction	User-initiated (on click: mute/un-mute); default is mute	Play, Pause, Mute (and/or Volume control to 0)
Big Box	300x250							
Half Page	300x600	80 KB/ 80 KB for HTML5						

Innovation

Flying Carpet

High impact full-screen inline brand experience with elegant scroll interaction on mobile web (phone only)

Dimension	Format	Max Initial K-Weight (kb)	Third Party	Safe Zone	Note
300x600	JPG, PNG, GIF	250 Ko	*Trackers accepted*	300x440 for all text, logos and essential images See 300x600 for specification	Styling added by Bell Media
320x480	JPG, PNG, GIF	250 Ko	*Trackers accepted*	320x440 for all text, logos and essential images See 320x480 for specification	Styling added by Bell Media

*Frame rate limit: there is no FPS limit for GIFs. To optimize output and maintain visual clarity, adjust the FPS and compression settings.

Pause Ad

Pause Ad is a non-intrusive user-initiated ad experience that appears when the viewer pauses content.

Dimension	Format	Max File Size	Important Note	Plateforms
315x400	PNG with transparent background Third party tags not compatible	150 Ko	**Advertisement** label must be included in creative file Use PSD Template to create Must adhere to Design Specs	Connected TV Tablet Apps Web (Full Screen or 1024px or above) Might vary by brand

Video Overlay banner

Dimension	Format	Taille max. du fichier	Notes importantes	Plateformes
728x90	PNG, JPEG	75 KB	Third party trackers (Clicks and Impressions) are supported Creative disappear after 8 secs Can be closed at any time	Desktop

Custom In-Article Ad

Description	Enhanced display or video ad appears mid article as user scrolls Exemples
Image Format	• JPG, PNG, GIF or Cinémographe • Max 30KB
Video Format	• MP4 or MOV (high Resolution) Note: VAST non compatible • Max 400MB • 30 FPS • Codec: H264 or Pro Res
Video parameter	AutoPlay with mute. Sound is user initiated
Ratio	Radio 16:9 ou 4:3
Title	Max 25 caracters For News brands, must capture the brand's message and avoid new-like headlines
Text	Max 90 caracters
Brand Logo	• Ratio 1:1 (Mandatory) • 180x180 px • Max 30KB
Other text	• Brand Name Max 25 caracters (Mandatory) • CTA/Caption URL: max 30 caracters
Trackers	• Impression Tracking URL • Click Tracking URLs (Headline, Body Text, Main Image, Call to Action, Brand Name and Caption URL) • Video completion tracking URLs for video format. • For News brands, click tracking urls should point to brand's page instead of another news site

Carousel Ad

Brand Logo	Ratio 1:1 | Max 30KB
Text	**● Brand Name: Max 25 characters** **● Headline: Max 40 characters** **● Long Body: Max 90 characters** **● Short Body: Max 25 characters** **Link for imagery :** **Fr: https://drive.google.com/file/d/1i33j72KIaaGzBcKjYTJhP_pf5-ZHAkE3/view?usp=sharing** **EN : https://drive.google.com/file/d/1dPjzysFYt7VQYcZ9iHEaPri9Vq2K0CES/view?usp=sharing**
Tiles	**Total: Min: 2 (Recommended Min:3), Max: 10 (Only one tile can be a video, and it must be the first tile)**
	Image: RATIO: 1:1 | file type: JPG, PNG, or GIF | MAX file size: 30KB
	Video **o Ratio: 1:1 | Resolution: Min 1080x1080px** **o File type: MP4 or MOV (VAST not accepted) | Max file size: 4GB** **o Length: Up to 1 minute** **o Settings: Auto-play with mute (sound is user initiated)**
Call to action button:	Max 20 caracters
Options	**English Options**: Apply Now, Book now, Contact Us, Download, Get Showtimes, Get Quote, Get Offer, Learn More, Listen Now, Request Time, See Menu, Send Message, Shop Now, Sign Up, Subscribe, Watch More **French Options :** Aucun, Acheter, En profiter, En savoir plus, Écouter, Nous contacter, Postuler, Réserver, S'abonner, S'inscrire, Télécharger, Voir le menu
Reporting	**• Impressions, clicks, video completion and mutes/un-mutes** **• Impression is recorded when ad unit renders and sold on a CPM basis** **• Tile views are recorded for performance and granularity, but do not count towards impressions goal** **• Third party trackers accepted for impressions, clicks, and video completion**

Casting Screen

Dimension	Format	Max File Size	Importantes Note	Plateforms
1280x720 (600x520 artwork safe zone)	PNG	300 KB	template PSD with mandatory brand logo and Ready to Cast imagery is available	Chromecast

Homepage Takeover (HPTO)

Skin/Wallpaper

Brand	Maximum Width (pixels)	Maximum Height (pixels)	Center width (pixels)	Safe Zone (from content edge on either side)	Max. File Size (KB)	Clickable (Y/N)
BNNBloomberg download	2560	620	970 + textured background	970x250	200	Y
CP24 [1], download	2560	620	970 + textured background	970x250	200	Y
CTV News[1] download	2560	620	970 + textured background	970x250	200	Y
IHeartRadio.ca and All Radio Stations download	2560	620	970 + textured background	970x250	200	Y
RDS download	2560	620	970 + textured background	970x250	200	Y
TSN download	2560	620	970 + textured background	970x250	200	Y

[1] Sponsorship logo(s) should not appear side by side with the CTV News or CP24 logos.

Custom In-Feed Ad

Description	Enhanced display ad fully integrated with content feed. Placement varies by brand
Brand Logo	1:1 Ration, Max File Size: 30KB (Mandatory)
Image	JPG, PNG, GIF (Max File Size: 30KB) 16:9 (e.g. 407x229)
Headline	Max 25 characters (Mandatory)
Body	Max 90 characters (Mandatory)
Call to Action	Max 30 characters (Mandatory)
Trackers (optional)	Impression Tracking URL Click Tracking URLs (Headline, Body, Image, Logo, Call to Action)
Note	Video and third party tags not compatible

Crave Sponsored Collection

Logo	• Dimensions: 700w x 80h • Max File size: 50 KB • format .png
Background images	2 Background Images: • Mobile web: 720 x 720px • All other platforms/breakpoints: 1440 x 480px • Max File size: 800 KB • Format: .png
HEX value	• Hex Code: (Must be lighter than app background #111114 to differentiate from App background colour)
Body Copy	• Max Character Limit 72 characters
Predefined CTA's	• External Link: Learn More (DTMW and APP) • In-App Link: View Collection (CoTV)
Collection Title	• Bell Media will recommend a collection title. • The title displays on Connected TV when user selects View Collection. The In-App links to a display page with content thumbnails in Grid Format below the collection title.
Design Guide	• Please follow the instructions on the design guide using the .psd template.

RDS Loading Screen

Version	Dimensions	Max File Size	Format	Importante Note
Hard Coded	1980x2960 portrait 2560x1920 landscape	250Kb	PNG only	• Customer MUST use the Template

Media Creativity Products

All creativity media product must be approved b y a Web project manager and the editorial team before going live.

Logo (hardcoded)

Hub	Dimensions	File Format	Max File Size
Noovo Moi	120x90px	PNG with transparent background	10 kb
iHeart and Radio Stations (.ca)	150x48		

Scoreboard Sponsor

Marque	Dimensions	File Format	Max File Size
TSN	85x24, 180x40	.JPG or .GIF	20 kb
RDS	225x75 (responsive ad sizes : 120x75, 44x75)	.JPG or .GIF	40 kb
	Flip 731x75 (Desktop only)* et 225x75 More info here See Example		
	Flip 564x75 (Desktop only)* et 225x75		

CTV News and CP24 Weather Widget

Brand	Dimensions (Desktop only)	File Format	Max File Size	Notes
CTV News CP24	225x55	.jpeg, .gif or .png	40 kb	Logo should have WHITE background

In-Stream Video (preroll and midroll)

Définition	Aspect Ratio	Video Frame Rate	Video Length	Audio	Max File Size	Media File	Required Max Bitrate	Settings
High	Pixel aspect ratio 16 :9 1:1	30 fps (progressive)	Min= 5 secs Max= 30 secs	Always permitted 44.1 kHz - Audio should be set to an average of -12 db with nothing peaking over -9 db Audio Levels -24 LKFS (+/- 2.0 db)	Max 10MB	MP4 Codec: H.264 (baseline @3.1)	2.5 Mbps (o 2 500 Kbps)	Third party tags should be set to 100% fill within third party ad server Non-skippable Secure (https)

- VPAID tags MUST include a .mp4 asset within the tag body
- iHeartRadio app accepts 15 and 30 sec pre-roll
- VPAID not supported on Apps and Connected TV.
- VAST 2,0 and VAST 3.0 support only
- E! Online USA supports only VAST 2.0 creative
- Preroll must contain background image Example
- 60 second video ads approved only in mid rolls capped at 1 per hour (CTV, CTV Comedy, CTV Drama, CTV Sci-Fi, CTV Life, BNN Bloomberg, Noovo.ca and CTV News)
- Double Verify, Nielson are supported everywhere except for E! Online US.

Video Encoding Services Ad Specifications (Encoded by Bell Media)

Video files sent to be encoded and hosted on Bell Media servers should follow below specs:

OPTION 1 : File Type: MXF (preferred)	
Stream Type	MPEG-2 Transport or Program Stream
Video Codec	Sony XDCAM 422
Video Format	MPEG- 2 Long GOP
Frame Size	1920x1080
Aspect Ratio	16x9
Frame Rate	29.97
Bit Rate/Type	50 Mbps XDCamHD
Profile	4:2:2
Closed Captions	EIA708/608 + SCTE20 (optional)
Audio Stream Type	AES
Audio Bits	24 bits
Audio Sample Rate	48kHz - **Audio should be set to an average of -12 db with nothing peaking over -9 db**
Audio Channels	8 Channels: Ch. 1- Left, Ch. 2- Right, OPTIONAL: Ch. 3- Center, Ch. 4- LFE, Ch. 5- Left surround, Ch. 6- Right surround, Ch. 7- Descriptive video left, Ch. 8- Descriptive video right

*If source is only available in standard definition, please up-convert to MXF XDCAM-HD422, with pillar bars to maintain aspect ratio.

OPTION 2: File Type: MP4	
Container Format	MPEG-4
Container Codec ID	M4V
Container Overall Bit Rate Mode	Constant
Container Overall Bit Rate	15 000 Kbps
Video ID	1
Video Format	AVC
Video Format/Info	Advanced Video Codec
Video Profile	High@L4.1
Video Format Settings, CABAC	Yes
Video Format Settings, ReFrames	2 frames
Video Codec ID	avc1
Video Codec ID/Info	Advanced Video Coding
Video Bit Rate Mode	Constant
Video Bit Rate	14,000 Kbps
Video Width	1,920 pixels
Hauteur de la vidéo	1,080 pixels
Video Display Aspect Ratio	16:9
Video Frame Rate Mode	Constant
Video Frame Rate	29.970 fps max
Video Color Space	YUV
Video Chroma Subsampling	4:2:0
Video Bit Depth	8 bits
Video Scan Type	Progressive
Audio ID	2
Audio Format	AAC
Audio Format/Info	Advanced Audio Codec
Audio Format Profile	LC
Audio Bit Rate Mode	Constant
Audio Bit Rate	192.0 Kbps
Audio Channel(s)	2 channels
Audio Channel Positions	Front: L R
Audio Sampling Rate	44.1 KHz
Audio Compression Mode	Lossy

Third Party Video Tags: VAST, VPAID

Video files that have already been encoded and served through third party tags should follow below specs:

Third Party Certification Process

If third party is not listed, tag must be evaluated, tested and approved prior to running.

Send request to AdOperationsSupport@bellmedia.ca.

In order to monitor the quality of ad content on our network, Bell Media reserves the right to the following at any time

- Evaluate third-party tags on their performance and response time.
- Request a list and/or template page for all online creatives.
- The power to request express approval for all creatives added or removed

●	Approved
	Need to be tested before going live.

Videos 3rd party ad tags

Videos are not skippable

Desktop & Mobile Web

Third Party Ad Server	Format	Viewability	CRAVE	BNN	CP24	CTV News	TSN	More.ctv.ca / etalk.ca	iHeart Radio	iHeart.com	RDS	Noovo Moi	Noovo Info
CM 360	VPAID	Integral Ad Science, comScore	●	●	●	●	●	●	●		●	●	●
CM 360	VAST	-	●	●	●	●	●	●	●	●	●	●	●
Extreme Reach	VAST	-	●				●						
Innovid	Vast, VPAID*	-	●	●	●	●	●	●	●			●	●
Adform	VAST		●	●	●	●	●	●			●	●	●

- Innovid VPAID: Overlays (interactive elements) require content and rate approvals. 3rd party to resize to ensure any interactive elements are not in the bottom 65 pixels of the player and aren't within the top 70 pixels of the player
- Double Verify, Nielson are supported everywhere except for E! Online US.
- Crave includes CTV (CTV Life, CTV Drama, E! Canada, USA Network, Oxygen, CTV Wild, CTV Nature, CTV Speed, CTV Comedy, CTV Sci-Fi, CTV Throwback, CTV Movies, Much) and Noovo (CanalD, CanalVie, Investigation, Noovo et Z)
- E! Online US VAST 2 support only

IOS, Android Apps, and Connected TV

Third Party	Format	BNN	CP24	CTV News	CRAVE	TSN	RDS	IHeart.com	F.A.S.T LG Channel
DFA/CM 360	VAST only	●	●	●	●	●	●	●	●
Extreme Reach					●	●	●		●
Innovid		●	●	●	●	●	●		●
Adforms		●	●	●	●	●	●		●

- Crave includes CTV (CTV Life, CTV Drama, E! Canada, USA Network, Oxygen, CTV Wild, CTV Nature, CTV Speed, CTV Comedy, CTV Sci-Fi, CTV Throwback, CTV Movies, Much) and Noovo (CanalD, CanalVie, Investigation, Noovo et Z)
- Crave now includes CTV and Noovo
- VPAID is not supported in-app and Connected TV

Available Mobile & Tablet App Ad Placements

Ad Format	News and Entertainment				Sports		Radio	Bell
	Crave	CTV News	CP24	BNN	TSN	RDS	iHeart.com	My Bell
iPad								
Pre-roll	●	●	●	●	●	●		
Midroll	●	●	●	●	●	●		
Pause Ad		●	●	●	●	●		
Interstitial		●	●	●	●	●		
970x550								
300x600					●	●		
300x250		●[2]	●[2]	●[2]	●	●	●	●
728x90			●	●	●	●[1]		
320x50								
Android Tablet								
Pre-roll	●	●	●	●	●	●	●	
Midroll	●	●	●	●	●	●		
Pause Ad		●	●	●	●	●		
Interstitial		●	●	●	●	●		
970x550								
300x600					●	●		
300x250		●	●	●	●	●	●[3]	●
728x90			●	●	●	●[1]		
320x50				●			●	
iPhone								
Pre-roll	●	●	●	●	●	●	●	
Midroll	●	●	●	●	●	●		
Interstitial		●	●	●	●	●		
300x250		●	●	●	●	●	●[3]	●
320x50			●	●	●	●	●	
Android Phone								
Pre-roll	●	●	●	●	●	●	●	
Midroll	●	●	●	●	●	●		
Interstitial		●	●	●	●	●		
300x250		●	●	●	●	●	●[3]	●
320x50			●	●	●	●	●	

[1] 728x90 is not available on all RDS sections. Please refer to this chart for a list of sections with the 728x90 unit.

[2] 300x250 available on all in-app articles. Booked as Mobile Web targeting. In-app targeting is not available for 300x250.

[3] The 300x250 in the iHeart app is only available when the player bar is open

Crave includes CTV (CTV Life, CTV Drama, E! Canada, USA Network, Oxygen, CTV Wild, CTV Nature, CTV Speed, CTV Comedy, CTV Sci-Fi, CTV Throwback, CTV Movies, Much) and Noovo (CanalD, CanalVie, Investigation, Noovo et Z)

Brands not listed in above charts do not have equivalent mobile or tablet apps

iOS and Android Apps

Category	Dimensions	File Size	Rich Media Expandable Sizes	Note	Format
Display	728x90	40 Kb	1024x768/ 768x1024	Creative should account for space for close (X) button added by app to top left/right corner of interstitial (approx. 30 pixels in size).	.JPG, .GIF, .PNG, Third party: CM360 only[3]
	300x250		M : 320x480; T : 1024x768/ 768x1024		
	320x50	40 Kb	n.a.		
Interstitial[1]	1024x768	150 Kb	n.a.		
	768x1024[3]				
	320x480	40 Kb	n.a.		
	480x320[2]				
Large Format	300x600	150 Kb	1024x768/ 768x1024		
	970x550		n.a.		

[1] See chart for Interstitial by brand and specsfor Video Interstitial
[2] RDS: 768x1024 and 480x320 are not available
[3] 3rd party tags must be responsive html to force full-screen
[4] On iHeart.com app, only 320x50 is available (tablet and phone) but not available on NOOVO app

All third-party interstitial tags must be set as 'responsive' vs fixed aspect ratio to force full screen display.*
*Responsive behavior of interstitial is dependent on settings implemented by advertiser and/or 3rd party vendor.

Both formats (portrait and landscape) are required to ensure the interstitial is centered in the app.
*Both portrait and landscape versions of the interstitials are required in order to center and scale.
*Please ensure third-party interstitial creative tags are 'responsive' and are not fixed width and height to allow for full screen on devices.

Video Interstitial in App: Third Party

Third Party Approved	Third parties to be tested upon request
Brand Availability	CTV News, CP24, BNN, TSN, RDS
Max Video Length	15 seconds
Subsequent Max Polite File Load Size	2.2 MB unlimited if streaming
Max Video Frame Rate	24 FPS
Video Setting	Auto play Hide video controls Video should be full screen when device is landscape
Audio Initiation	• Default state is muted • Video mute button must be created externally and should use the HTML volume values to set mute (0.0) and unmute state (1.0 as max). • Native mute button should not be used
Minimum Required Controls	• Positioning and Close functionality must be enabled on third party creative for entire video playback.
Video Tracking Events	To be added by third party if desired
Imagery	Please ensure third-party interstitial creative tags are 'responsive' and are not fixed width and height to allow for full screen on devices See examples

Accepted Third Party Ad Tags - Display

Authorized Suppliers	Crave	BNN	CP24	CTV News	E!	More.ctv	TSN	RDS	Noovo Moi	Noovo Info	iHeart.com	iHeartRadio.
CM 360		•	•	•	•	•	•	•	•	•	•	•
Innovid		•	•	•	•	•	•	•	•	•		•
CM360		•	•	•			•	•			•	•

Crave includes CTV (CTV Life, CTV Drama, E! Canada, USA Network, Oxygen, CTV Wild, CTV Nature, CTV Speed, CTV Comedy, CTV Sci-Fi, CTV Throwback, CTV Movies, Much) and Noovo (CanalD, CanalVie, Investigation, Noovo et Z)
Websites represent desktop and mobile websites
If third party is not on above list, tag must be evaluated, tested and approved prior to running. Send request to AdOperationsSupport@bellmedia.ca, In order to monitor the quality of ad content on our network, Bell Media reserves the right to the following at any time:

- Monitor third party servers for performance and response times.
- Request a list and/or sample page of all creative currently live.
- The ability to require express approval of any creative additions or deletions.

Connected TV (Vast Tag)

App based content ad-supported and delivered through connected devices onto the big screen. Non clickable.

Type	video/mp4; video/mpeg-ts
Video Codec	**H.264**
Scan type	**Progressive**
Resolution	**1280x720 (minimum); 1920x1080 (recommended); 16:9 aspect ratio**
Framerate	**23.98*, 29.97, 59.94 *will be converted to 29.97**
Duration	**:15 sec; :30sec; 6sec***
File Size	25MB
Audio Codecs	**AAC, AC3**
Audio	44.1 kHz - Audio should be set to an average of -12 db with nothing peaking over -9 db Audio Levels -24 LKFS (+/- 2.0 db)
Optimal bitrate:	Minimum of 5,000 kbps (can be lower but will affect quality)
VAST	VAST 2.0 and VAST 3.0 only are supported. Non-clickable.
VPAID	VPAID and MRAID Not supported as per industry standard

**6s not available on CoTV live inventory.*

Available Connected TV Placements (In-Stream Videos)

CoTV	BNNB	CP24	CTV News	Crave	TSN	RDS
Amazon Fire TV			●	●	●	●
Android TV			●	●	●	●
Bell Fibe set top box		●	●	●	●	●
Chromecast	●	●	●	●	●	●
HiSense				●	●	●
LG TV				●	●	●
Roku				●	●	●
Samsung Smart TV				●	●	●
TVOS (Apple TV)				●	●	●
Xbox				●	●	●
F.A.S.T Channel			●	●[1]	●	●
Roger Xfinity						
Tubi*				●		
Telus				●		
Amazon Prime Video				●		

1. FAST is only on CTV and Noovo

- Android TV inclus : Android TV/ Google TV / Bell Streamer / Bell Fibe
- Crave inclus CTV (CTV Life, CTV Drama, E! Canada, USA Network, Oxygen, CTV Wild, CTV Nature, CTV Speed, CTV Comedy, CTV Sci-Fi, CTV Throwback, CTV Movies, Much) et Noovo (CanalD, CanalVie, Investigation, Noovo et Z)

*Tubi Specs : https://sites.google.com/tubi.tv/adspecs/in-stream-video/tubi-premium-video

Broadcast Creative

Type	Video/mp4
Dimensions	1920x1080
File Size	25MB
Audio	44.1 kHz – Audio should be set to an average of - 12 db with nothing peaking over -9 db Audio Levels -24 LKFS (+/- 2.0 db)
Optimal bitrate	Minimum of 5,000 kbps
Delivery	Progressive
VAST	VAST 2.0, VAST 3.0 are supported Min 720p (1280x720 progressive) or 1080i (1920x1080 interlaced).
VPAID	Not supported (please do not include in tag)
Wrappers including DoubleVerify or IAS	Not supported (please do not include in tag)

If using pre-ingested TV creatives (also known as "Broadcast-ready"), assets must be available in Extreme Reach or equivalent TV delivery services. Please refer to pre-ingested TV specs here.

Dynamic Audio Ad Insertion (DAAI)

Creative Type	Max File Size	Maximum Duration	Type de Media	Notes
Audio	15 MB	30s	VAST or mp3	Bit rate: 32 Kbps to 320 Kbps 1 or 2 channels Audio codecs: - MP3 - aac_hev1 - aac_hev2 - aac_lc

Outstream

Outstream : Video that expands within the article content as the unit is scrolled into view uses exactly the same technical specifications as the continuous video format. (preroll).

YouTube

Bell Media follows YouTube's technical specifications for videos :

YouTube Options	• 6 seconds (bumper ads) • 15 seconds (non-skippable ads) • 30 seconds (non-skippable ads) – only on CoTV/TV devices • 30+ seconds (skippable ads) – All devices
Maximum Video Length	• Up to 6 minutes (skippable ads)
Creative Specifications Options	• Encoded .mp4 file hosted by Bell Media • Third-party ad tag (VAST) ○ Must pass YouTube VAST QA Tool: https://ytvastqa.appspot.com/

- RON/ROC and ROS products available – please contact your sales associate for more details
- Viewability measurement is not yet available.

Bell Media Mobile and Bell Media Geo+

Display Ad Specifications

Standard Ads (Static)	Placement	Dimensions	Max File Size	Formats
Mobile	Big Box	300x250	150 KB	JPG, PNG, 3rd Party Tag, HTML5*
	Leaderboard	320x50		
Tablet	Leaderboard	728x90		
	Big Box	300x250		
Desktop	Big Box	300x250	150 KB	JPG, PNG, 3rd Party Tag, HTML5*
	Leaderboard	728x+0		
	Billboard	970x250		
	Half Page	300x600		
Advanced Ads (with Movement)	**Placement**	**Dimensions**	**Max File Size**	**Formats**
Mobile[1]	Big Box	300x250	150 KB	JPG, PNG, 3rd Party Tag, HTML5*
	Leaderboard	320x50		
Tablet[1]	Leaderboard	728x90		
	Big Box	300x250		
Desktop[1]	Big Box	300x250		
	Leaderboard	728x90		
	Billboard	970x250		
	Half Page	300x600		
Video Ad	**Placement**	**Dimensions**	**Max File Size**	**Formats**
Video, Pre-Roll, Mid-Roll, Post-Roll	30 secs Video Max 24 FPS Min, 30 FPS Max Illimited with user interaction	4:3 16:9	20 MB Streaming illimited	Standard Video, VAST, VPAID

*HTML5 creative must be hosted by client.

[1]Animation length must be 30 seconds or shorter, and animated GIF ads must have a framerate of 5 frames per second or lower

Rich Media Ads

Type	Dimensions	Description
Interstitial	320x480 (phone), 1024x768 (tablet)	Personalised html experience
Store Finder	320x50, 300x250	Expandable unit which can provide mapped directions to a given location.
Dynamic Distance		Rich unit which displays the distance from the user to a given location (can subsequently click into map). The dynamic distance is displayed in the unit..
360 Image		Panoramic unit allowing the user to manipulate the creative to allow for a 360 view.
Shake & Tilt		As described. Shaking / tilting your phone drives action.
Wipe Off/Scratcher		As described – wipe off top layer of messaging to reveal message beneath.
Time Triggered		Time triggered action
Slider		This is a carousel unit allowing the user to scroll through various models.
Weather Triggered		Creative executions triggered by weather.
Animation		Animation
Video		Expandable video unit.
Pop Up		Expandable function
Countdown		Dynamic countdown to an event
Map Units		Click to access nearest stores

Bell Media follows IAB and MMA standards for display advertising. For more information on ad specs, capabilities, and campaign trafficking, please contact your Bell Media account manager.

Type	Delay	Description
Standard Ad	48-72 hours	Creative Standard Banner Mockups (Assembly Required Only). One version included. These consist of up to 3 sizes and only one version.
	24-48 hours	Creative modifications to existing standard banners. One version included.
Advanced advertising	48-72 hours	Advanced Creative Banner Mockups (Assembly Required Only). One version included. These consist of up to 3 sizes and only one version.
	24-48 hours	Changes to existing advanced banners. One version included.
Rich Media Ad	5 days	Creative Example - https://www.celtra.com/insights/ad-gallery/
Micro-Sites	10-15 days	Planning session required to define requirements

Data Ownership, Privacy and Laws

Bell Media adheres to the IAB Canada Standard Terms and Conditions regarding use of collected data.

From page 16 XIII. d. i. and ii. Of the IAB Canada Standard Terms and Conditions:

Unless otherwise authorized by Media Company in writing, Advertiser will not: (A) use Collected Data for Repurposing; provided, however, that Performance Data may be used for Repurposing so long as it is not joined with any IO Details or Site Data; (B) disclose IO Details of Media Company or Site Data to any Affiliate or Third Party except as set forth in Section XII(d)(iii).

Unless otherwise authorized by Agency or Advertiser, Media Company will not: (A) use or disclose IO Details of Advertiser, Performance Data, or a user's recorded view or click of an Ad, each of the foregoing on a non-Aggregated basis, for Repurposing or any purpose other than performing under the IO, compensating data providers in a way that precludes identification of the Advertiser, or internal reporting or internal analysis; or (B) use or disclose any User Volunteered Data in any manner other than in performing under the IO.

Viewability

- Bell Media will accept viewability tracking from above vendors on CPM campaigns only when appended to accepted third party tags.
- We will continue to deliver and bill the campaign from the contracted CPM as indicated on the insertion order based on Bell Media numbers.
- Any content/keyword flags coded into the viewability tags must be disclosed to Bell Media prior to campaign going live.
- We do not bill off of in-view numbers or guarantee in-view compliance, nor offer make goods based on viewability.
- Viewability tags cannot usher in any other platform or vendor. Bell Media will pause any campaign where this behavior is detected.

:

Nielsen Digital Ads Ratings (DAR)

- Bell Media will accept Nielsen DAR on Desktop CPM campaigns only when appended to Accepted third party tags
- We will continue to deliver and bill the campaign from the contracted CPM as indicated on the insertion order based on Bell Media numbers.
- No make goods or cancellations accepted based on DAR reporting.
- Nielsen DAR tags cannot usher in any other platform or vendor. Bell Media will pause any campaign where this behavior is detected.

Cache-Busting

- Cache busting is required for all third party served campaigns.
- Placement of cache-busting parameters must be clearly indicated in the ad tag code.
- Third party served click URLs for hard-coded placements (text links, etc.) do not make use of cache busting.

Rich Media Restrictions

- We do not support JAVA (not to be confused with JavaScript) due to security issues, in addition to performance issues and initial load times.
- Ad code using ILAYER, LAYER or NOLAYER tags due to compatibility and stability issues.

- Mailto fields, as we cannot ensure the user will have a consistently good experience using ads with this functionality..

Creative Notes

- Creative with a white background must have a solid 1-pixel border (black recommended).
- All Rich Media (In-Banner Video, Expandable, Floater, and IAB Rising Stars) must be Third party served and must provide a standard GIF/JPG image backup file.
- Maximum animation and video frame rate is 30 FPS (frames-per-second)
- In-Stream Video ads (i.e. pre-roll video) that are served within a video player environment; should have audio that plays automatically.
- When an ad is clicked it must launch the advertiser's landing page in a new browser window.
- Impression Tracker tags must be secure (HTTPS)

Bell Média Performance (CPC)

Creative Design Specifications

Dimensions	Creative Type	Max. File Size	Animation	Number of loops	Max Duration	Max. frames per second
728x90	GIF/JPG/Tag third party tags	80 KB	Yes	Unlimited as long as it ends after 30 on the call-to-action frame	30 seconds	30
300x250						
320x50						

- For desktop: 300x250 and 728x90 are required
- For mobile: 320x50 and 300x250 are required – 300x50 and 728x90 are optional
- Rich media accepted.
- The creative must:
  - Be clickable at any moment throughout the duration of the animation.
  - Be a static image after 30 seconds.
  - Have a 1 pixel border minimum.
  - Have a clear call to action: i.e.: "click here", "click here to register now"
- Refer to the Accepted Third Party Ad Tags
- Offline tactics are not accepted in CPC creative content: Phone numbers, text messaging codes, websites, etc.

The Insider

Dimension	Max. File Size	File Type
600x900	500Kb	HTML , css in-line for email (JavaScript not supported), JPG or PNG

ESPN

The following ad sizes are available for ESPN:

Élément publicitaire	Dimension	File Type	Max. File Size	Subsequent Max. file size
top/bottom banners	1280x100 & 1280x101	JPG, PNG, GIF htlm5[3]	75 Ko / HTML5[3]: 150 KB	150 KB / HTML5[3]: 300 KB
	300x250			
top/bottom banners	728x90 & 728x91			
top/bottom banners	320x50 & 320x51			
	1680x690		80 Ko / HTML5[3]: 150 KB	5 Ko **1 Mb Polite File Load Size**
top/bottom banners	970x66 & 970x67			
	970x250			
	1280x455			

Les créatifs en HTML5 sont acceptés uniquement par l'entremise d'un serveur publicitaire tiers approuvé.

Apple News

Dimensions	Format	Supported Third Party Tag Vendors
728x90	Image Third party tags	• Bonsai • Celtra • Dianomi • Google Campaign Manager • Polar • ResponsiveAds
300x250		
Preroll	Third party tags VAST only	• Celtra • Innovid • Kargo • Sizmek • Teads • Transmit.Live • Unruly

Appendix

English Radio Stations	
https://www.89xradio.com/ https://www.chom.com https://www.chum1045.com https://www.cjay92.com https://www.thebearrocks.com	***Stations Move Radio (https://www.moveradio.ca)*** https://www.moveradio.ca/fredericton.html https://www.moveradio.ca/halifax.html https://www.moveradio.ca/ottawa https://www.moveradio.ca/vancouver
Stations Bounce Radio (https://www.bounceradio.ca) https://www.bounceradio.ca/brandon.html https://www.bounceradio.ca/fredericton.html https://www.bounceradio.ca/kitchener-waterloo.html https://www.bounceradio.ca/simcoe-county.html https://www.bounceradio.ca/winnipeg.html	***Stations Pure Country (https://purecountry.ca)*** https://www.purecountry.ca/brandon https://www.purecountry.ca/centralontario https://www.purecountry.ca/fredericton https://www.purecountry.ca/london https://www.purecountry.ca/ottawa https://www.purecountry.ca/pembroke https://www.purecountry.ca/peterborough https://www.purecountry.ca/regina https://www.purecountry.ca/sudbury
Stations Newstalk https://www.am800cklw.com https://www.cfax1070.com https://www.cfra.com https://www.cjad800.com https://www.newstalk1010.com	***Stations Virgin Radio (https://virginradio.ca)*** https://www.virginradio.ca/calgary.html https://www.virginradio.ca/edmonton.html https://www.virginradio.ca/halifax.html https://www.virginradio.ca/kitchener.html https://www.virginradio.ca/london.html https://www.virginradio.ca/montreal.html https://www.virginradio.ca/toronto.html https://www.virginradio.ca/vancouver.html https://www.virginradio.ca/victoria.html https://www.virginradio.ca/windsor.html https://www.virginradio.ca/winnipeg.html

French Radio Stations	
Stations Rouge FM (https://www.rougefm.ca) https://www.rougefm.ca/estrie.html https://rougefm.ca/ottawa-gatineau.html https://www.rougefm.ca/mauricie.html https://www.rougefm.ca/montreal.html https://www.rougefm.ca/quebec.html https://www.rougefm.ca/saguenay.html	***Station Radio Energie (https://www.radioenergie.ca)*** https://www.radioenergie.ca/estrie.html https://www.radioenergie.ca/gatineau-ottawa.html https://www.radioenergie.ca/mauricie.html https://www.radioenergie.ca/montreal.html https://www.radioenergie.ca/quebec.html https://www.radioenergie.ca/rouyn.html https://www.radioenergie.ca/saguenay.html https://www.radioenergie.ca/val-d-or.html

Dotdash Meredith	
https://www.investopedia.com/ **https://www.travelandleisure.com/** **https://www.allrecipes.com/** **https://www.foodandwine.com/** **https://www.instyle.com/**	**https://www.parents.com/** **https://www.thespruce.com/** **https://www.verywellhealth.com/** **https://people.com/** **https://www.lifewire.com/**

Fast Channel		
LG TV Ça c'est drôle Corner Gas Channel CTV @HOME CTV Crime CTV Gets Real CTV Gridlock CTV Laughs CTV Life CTV Movies CTV News Les débatteurs Noovo cinéma Noovo comédies Noovo téléréalités The Mightiest by CTV TSN The Ocho **Samsung TV** Ça c'est drôle Corner Gas Channel CTV @HOME CTV Crime CTV Gets Real CTV Gridlock CTV Laughs CTV Movies CTV News Les débatteurs Noovo cinéma Noovo comédies Noovo téléréalités The Mightiest by CTV TSN The Ocho **PLEX** Ça c'est drôle Corner Gas Channel CTV @HOME CTV Crime CTV Gets Real CTV Gridlock CTV Laughs CTV Movies CTV News Les débatteurs Noovo cinéma Noovo comédies Noovo téléréalités The Mightiest by CTV TSN The Ocho	**Bell Fibe** Amuz JFL Gags Buzzfeed Celebrity Buzzfeed Tasty Buzzfeed Unsolved Ça c'est drôle Cineverse Dog Whisperer Corner Gas Channel CTV @HOME CTV Crime CTV Gets Real CTV Gridlock CTV Laughs CTV Movies CTV News Film Rise Cheaters Film Rise Forensic Files Film Rise Hot Ones Film Rise The Carol Burnett Show Film Rise Unsolved Mysteries Film Rise Untold Stories of the ER Flo Sports Flo Hockey ITV Come Dine with Me ITV Graham Norton Show ITV River Monsters (New 2025) ITV The World Of Love Island Les débatteurs Lionsgate Moviesphere Noovo cinéma Noovo comédies Noovo téléréalités OTT Advisors Poker GO PBS Distribution Antiques Roadshow Silver Tribe Media The Volume The Mightiest by CTV TSN The Ocho VVS Fresh Movies Willow TV Willow Sports	**Vigin Plus TV** Amuz JFL Gags Buzzfeed Celebrity Buzzfeed Tasty Buzzfeed Unsolved Ça c'est drôle Cineverse Dog Whisperer Corner Gas Channel CTV @HOME CTV Crime CTV Gets Real CTV Gridlock CTV Laughs CTV Movies CTV News Film Rise Cheaters Film Rise Forensic Files Film Rise Hot Ones Film Rise The Carol Burnett Show Film Rise Unsolved Mysteries Film Rise Untold Stories of the ER Flo Sports Flo Hockey ITV Come Dine with Me ITV Graham Norton Show ITV River Monsters ITV The World Of Love Island Les débatteurs Lionsgate Moviesphere Noovo cinéma Noovo comédies Noovo téléréalités OTT Advisors Poker GO PBS Distribution Antiques Roadshow Silver Tribe Media The Volume The Mightiest by CTV TSN The Ocho VVS Fresh Movies Willow TV Willow Sports

Others	
Crave on amazon prime video **Telus (Optik tv)** **Crave on Rogers xfinity (coming soon)**	

EN Bell Media - Desktop/Mobile Web	FR Bell Media - Desktop/Mobile Web	APPS (iOS, Android)	CoTV
https://www.bnnbloomberg.ca https://www.crave.ca/en https://www.cp24.com https://www.ctvnews.ca https://www.eonline.com https://www.watcheonline.ca https://www.iheart.com https://www.iheartradio.ca https://www.thebeaverton.com https://www.shopico.ca/?&lang=EN https://www.tsn.ca https://www.bardown.com	https://iheart.com https://iheartradio.ca https://www.noovo.info/ https://www.noovomoi.ca/ https://shopico.ca/?&lang=FR https://www.ballecourbe.ca/ https://www.rds.ca/ https://www.crave.ca/fr	Bell Fibe BNN CP24 CRAVE CTV News iHeart Radio MyBell RDS TSN	Bell Fibe BNN CP24 CRAVE CTV News RDS TSN

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The E! channel is scheduled to sunset on December 31, 2026