



# CBC & Radio-Canada

MEDIA SOLUTIONS

[Digital Advertising Platform](#)

[Technical Instructions](#)

STANDARD ADS

												Transition Fixed Size Ad Unit <i>(WxH in pixels)</i>	Aspect Ratio <i>(W:H)</i>	Dimensions		File Load Size		Max. Animation and Video Length	Audio Initiation	Implementation Notes and Best Practices			
														Initial <i>(WxH in pixels)</i>	Maximum Expanded <i>(WxH in pixels)</i>	Max. Initial File Load Size Allowance <i>(see HTML5 guidance in notes)</i>	Subsequent Max. Polite File Load Size						
<div><div>ici.radio-canada.ca</div><div>cbslisten.ca</div><div>cbc.ca</div><div>ici.radio-canada.ca</div><div>ici.tou.tv</div><div>Mordu.ca</div><div>ici.explorativ.ca</div><div>ici.artv.ca</div><div>cbc.ca mobile</div><div>src.ca mobile</div><div>ici.net.ca</div><div>OHdio</div><div>Apple News</div></div>			DT	DT	DT	D	D	DT	DT		DT	DT	Leaderboard 728x90	N/A	728x90	*Expands down: 728x360	Image: 50 KB HTML5: 100 KB	2.2 MB  (Unlimited if streaming video within the ad unit)	30 seconds or less (loops included); 15 seconds recommended; maximum 3 loops.  Recommended that final frame contain relevant information.  <b>Expandables:</b> Unlimited with user interaction.	Must be user- initiated (on click: mute/unmute); must be on mute by default.	<b>Standard Creative:</b> Accepted file formats: .GIF   .JPG   HTML5		
			DT	D	DT	D	D		DT		DT	DT	Billboard 970x250	N/A	970x250	N/A	Image: 80 KB HTML5: 150 KB				<b>Expandable Creative</b> Expansion must be user-initiated; pre-expanding ads NOT supported; provide a call-to-action ("roll over to expand" or "click to expand") for clarity; retract instantly on mouse-off. Must have a control = "Close X" on expanded panel and "Expand" on collapsed panel.		
			DTSA	D	DTS	D	D	DTS	DTS		DTS	S	Big Box 300x250	N/A	300x250	*Expands left: 600x250	Image: 50 KB HTML5** see note: 100 KB						
			DTSA	D	DTS	D	D		DTS		DT	S	Double Big Box 300x600	N/A	300x600	*Expands left: 600x600							
			DTS										Half Page HTML5	2:1	Responsive Ads	Responsive	250 KB	500 KB					
			SA		S					S		S	S	Mobile Banner 320x50	6:1	320x50	N/A	GIF/JPEG: 40 KB HTML5: 50 KB	30 seconds or less (loops included); 15, 10 or 7 seconds recommended; maximum 3 loops.  Recommended that final frame contain relevant information.		Use only HTML5 or GIF/JPEG. This unit is commonly placed in apps as an interstitial.		
			SA		S				S				Mobile Banner 320x100	3:1	320x100								

Standard Creative: Minimum three business days before campaign start   Expandable or Half Page Creative: Minimum five business days before campaign start	
This tool will determine if your image meets specifications	<a href="https://jolezef.com/imagesize/">https://jolezef.com/imagesize/</a>
CBC.ca	<i>* (by approval only), T: Tablet, D: Desktop, S: Smartphone</i>
Radio-Canada.ca	<i>* (by approval only), T: Tablet, D: Desktop, S: Smartphone</i>
Mordu	<i>T: Tablet, D: Desktop, S: Smartphone, A: App</i>
ICI TOU.TV	<i>T: Tablet, D: Desktop, S: Smartphone, A: App</i>
ICI Exploratv.ca	<i>T: Tablet, D: Desktop, S: Smartphone, A: App</i>
ICI ARTV	<i>T: Tablet, D: Desktop, S: Smartphone, A: App</i>
CBC.ca Mobile	<i>T: Tablet, D: Desktop, S: Smartphone, A: App</i>
Radio-Canada.ca Mobile	<i>T: Tablet, D: Desktop, S: Smartphone, A: App</i>
Radio Canada International	<i>T: Tablet, D: Desktop, S: Smartphone, A: App</i>
Radio-Canada OHdio	
CBC Listen	
Apple News	


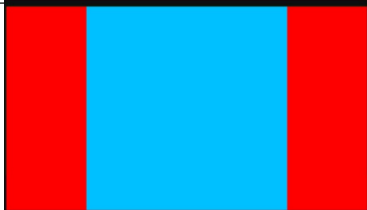


OTHER AD UNITS

														Creative Unit Name	Dimensions		Size		Max. Animation and Video Length	Audio Initiation	Implementation Notes and Best Practices
															Initial Dimensions <i>(WxH in pixels)</i>	Maximum Expanded Dimensions <i>(WxH in pixels)</i>	Max. Initial File Load Size Allowance <i>(See further HTML5 guidance in notes)</i>	Subsequent Max. Polite File Load Size			
ici.radio-canada.ca	cbc.ca	cbclisten.ca	Radio-Canada.ca	Mordu	ICI TOU.TV	ICI Exploratv.ca	ICI ARTV	CBC.ca mobile	src.ca mobile	ICI.net.ca	OHdio	Apple News		In-Stream Video	Adaptive  16:9 recommended	N/A	Provide highest resolution available.  1080p recommended.	See page 11 for Video file specifications and page 12 for VAST tag specifications.	30 seconds or less, 15 seconds recommended; unlimited with user interaction.	Always permitted.	We accept VAST everywhere and VPAID only on web platforms. We are certified with INS, Nielsen, AdForm, Innovid and more. All VAST and VPAID tags are required to have a fallback asset attached. Skippable ad function is not supported. Ad countdown is already integrated into our players. Do not modify the user's volume or add unmute.
														Outstream	N/A	N/A			N/A	User-initiated (unmute on click); muted by default on load.	We accept VAST. Skippable ad function is not supported. Ad countdown is already integrated into our players. Do not modify the user's volume or add unmute.
														Audio Streaming	N/A	N/A	N/A	N/A	Always permitted.	Audio file format: MPEG1 Layer III audio (mp3) 192 Kbps/channel - Maximum length of ad is 30 seconds.	
														Podcast							
								**						Interstitial** <i>(between the page)</i>	Variable dimensions.  Phone Portrait (320x480) Landscape (480x320)  Tablet Portrait (768x1024) Landscape (1024x768)	N/A	GIF, PNG, JPG: 1 MB  <i>Video not supported.</i>	2.2 MB  (unlimited in streaming)	10 seconds (including loop, max. 2); collapse on no interaction; 30 seconds authorized only if user interacts within the first 10 seconds of ad (otherwise, ad collapses).	N/A	Recommended that final frame contain relevant information and that a frequency cap of 1 per hour per user be considered.  See the Full Screen Ad Units page for common aspect ratios and resolution sizes.  Should include "Close X" button if covering content.  Font = 8pt (11px)-16pt (21px)
														Wallpaper Skin ***	Min. 1304x1000px Max. 2000x1000px	N/A	JPG/GIF: 100 K CBC   PNG: 1 MB	See page 10 for Skin/Combo specifications.	N/A	N/A	1024x1000px transparent cutout is required in the centre of the image.  Call-to-action or logo is required. The logo needs to be placed in the safe zone and on both skin panels.  No safe zone at the bottom because of varying height of web page.  *High visibility area: Primary logo goes in the safe zone on both sides. **Secondary text: Short, simple and easy to understand at a glance. *** Compatible resolutions: 1440x900px or higher.
														Fluid / Native		N/A	See page 7 for CBC Native tiles and page 5 for Radio-Canada Fluid ads.	N/A	N/A	N/A	
														Parallax	Landscape (2400x1800) Portrait (824x1464)	N/A	See page 4 for Parallax details.	N/A	N/A	N/A	
														Carousel	300x250 300x600 1080x1080	N/A	JPG/PNG: 100 K <i>(per image)</i>  JPG/PNG: 4 MB	N/A	N/A	N/A	Image asset limits: Min. 3 and max. 5 <i>(per campaign)</i> . CTA optional.  Apple News: Image aspect ratio = 1:1 and max. size: 1080x1080.
Standard Creative: Minimum three business days before campaign start   Expandable or Half Page Creative: Minimum five business days before campaign start																					
CBC.ca														**Transparent background							
Radio-Canada.ca																					
Mordu																					
ICI TOU.TV														*Should be reversed for dark background							
ICI Exploratv.ca																					
ICI ARTV																					
CBC.ca Mobile														***Only in CBC News and CBC Sports apps							
Radio-Canada.ca Mobile / ICI TOU.TV																					
Radio Canada International																					
Radio-Canada OHdio																					
CBC Listen																					
Apple News																					


PARALLAX SPECIFICATIONS



ELEMENTS	DETAILS
<p><b>Landscape Image</b></p> <p><b>Safe zone:</b> No element (text/logo) may appear in the dark zone, top left alignment.</p>	<div><div></div><div></div></div> <p>2400x1800 Safe zone: 2000x1100 Weight &lt; 450 KB</p>
<p><b>Portrait Image</b></p> <p><b>Safe zone:</b> No element (text/logo) may appear in the dark zone, top left alignment.</p>	<div><div></div><div></div></div> <p>824x1464 Safe zone: 550x1200 Weight &lt; 350 KB</p>
<p><b>Landing Page URL</b> <i>(Web page that users are taken to when they click your ad)</i></p>	<p>Max. 1,024 characters</p>
<p><b>Pixel Tracker</b></p>	<p>Formats: JPG, PNG Size: 1x1 pixels</p>

NATIVE/FLUID SPECIFICATIONS  
Radio-Canada

ELEMENTS		DETAILS
Title		Max. 42 characters
Advertiser Name		Max. 15 characters
Type of Destination URL Is it an internal link to Radio-Canada.ca or an external one? <i>E.g., <a href="#">ici.tou.tv</a> or <a href="#">erableduquebec.ca</a></i>		Internal/external
Landing Page URL <i>(Web page where users are redirected to when they click your ad)</i>		Max. 1,024 characters
Large 16:9 Rectangular Image <i>Intended to promote the product or service</i>		Formats: JPG Max. resolution: 1920x1080 pixels   Format 16:9 Max. file size: 150 KB Safe zone of 388px wide by 180px high from top left corner of image (in blue). <b>Anything that appears in the red area will not be visible.</b>
		
		Same image is used, but in XS, it is cropped on the sides. The image safe zone is 218x218 pixels (in blue). Formats: JPG Max. resolution: 400x400 pixels   Format: 1:1 Max. file size: 150 KB <b>Anything that appears in the red area will not be visible.</b>
Fonts to use for designing your assets: <i>(cannot be changed in the ad server)</i>		
Radio-Canada		
EXAMPLE		
<div>Contenu publicitaire ⓘ</div> <div></div>		<div>Contenu publicitaire ⓘ</div> <div><div>Table rase, sans filtre ni jugement ⓘ</div><div>CONTENU PUBLICITAIRE</div><div>Avec Desjardins</div><div></div></div>



INTERSCROLLER SPECIFICATIONS

ELEMENTS	DETAILS
<p><b>Background Image (Main Component)</b> <i>The background image must be exactly 400x1000 pixels.</i></p> <div><p>Exclusion Zone (200px)</p><p>Safe Zone (600px)</p><p>Where the ad content resides</p><p>Exclusion Zone (200px)</p></div> <p><b>Click-Through URL</b></p> <p><b>Impression Tracker</b></p>	<p>Format: JPG, PNG Max. resolution: 400x1000px (WxH) Max. file size: 150 KB Safe zone: 600px (in height)</p>
	Mandatory
	Optional

EXAMPLE	
	 <p>When combined with the See 1 ads at South St.</p>

NATIVE TILE SPECIFICATIONS  
CBC

ELEMENTS	DETAILS
Image Dimensions	516x290px
Image aspect ratio	16:9
Body text	Native headline; max. 65 characters including spaces.
Logo	Transparent file, PNG
Logo dimensions	1:1 Ratio : 125x125px Horizontal Logo : 80px height and max. 150px width
Client Name	The name of the advertiser that the native tile is for. <i>mandatory field for accessibility reasons. It does not visually appear in the native tile anywhere but is used for screen readers.</i>
Third-Party Impressions Tracker	This is optional.
Background Colour	#DCDCDC (light grey)

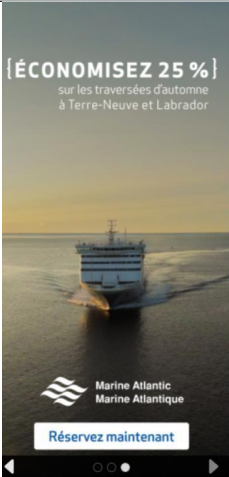
MOBILE EXAMPLE	DESKTOP EXAMPLE
	

CAROUSEL

ASSETS	DETAILS	
	Desktop/Mobile	Apple News
Image Type	PNG/JPG	PNG / JPG
Cards per Campaign	Min. 3 / Max. 5	Min. 3 / Max. 5
Link	Min. 1 per campaign / Max. 1 per card	Min. 1 per campaign / Max. 1 per card
Click Tracker	Supported	Supported
Impression Tracker	Not supported	Not supported
Dimension	300x250   300x600	1080x1080
Max. Size per Card	100 K	4 MB
Video	Not supported	Supported
Animation	Supported (GIF only)	Supported
Title	Not supported	25 characters
Card Headline	Not supported	50 characters
Call to Action	Try It Free, Learn More, Download Now, View More, Buy Now, Read More, Subscribe Now, Watch Now, Shop Now, Listen Now, Read Now, Explore Now	

EXAMPLE

Desktop/Mobile

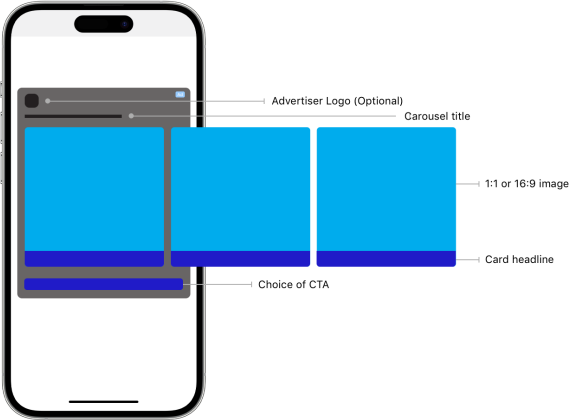


Size per image:  
50kb~150kb

Content Zone:  
300px width  
565px height

Overlay: (35px height)

Apple News



Advertiser Logo (Optional)

Carousel title


1:1 or 16:9 image


Card headline

Choice of CTA



# CO-BRAND SPECIFICATIONS – CBC

IMAGES	
<p>Must be provided. For the 300x250 format, image must be 300x115. For the 728x90 format, image must be 270x90.</p>	<p>Filenames – insert name of file if necessary:</p> <p>Description (max. 80 characters, including spaces) – insert your description here:</p> <p>URL – insert URL here:</p>
<p>Example:</p> 	

LOGOS	
<p>Must be provided. For the 300x250 and 728x90 formats, logo must be 127x55. For the 320x50 format, logo must be 80x38.</p>	<p>CTA – Insert call to action here (e.g., Find Out More, Learn More):</p>
<p>Example:</p> 	

**Note \*\*\*Only the 300x250, 728x90 and 320x50 formats can be created within GAM. All other sizes have to be provided.\*\*\***

SKINS AND COMBOS - CBC

EXAMPLE

ADVERTISEMENT

THE GREAT BRITISH BAKING SHOW

#Gem Watch Free

Menu

CBC

Search

Sign In

My Local Sports CBC Gem + Customize

Latest News →

Canada drops to 18th in 2025 World Happiness Report rank, among the 'largest losers'

Federal election expected to be called Sunday: sources

Tech-utopian, conspiracist and apartheid fan: Elon Musk's grandpa was shaped by Canadian politics

New Social Security numbers of living people included in unredacted JFK assassination...

WORLD

CBC'S ULTIMATE JOURNEY TO ANTARCTICA CONTEST

You could win a trip for two to Antarctica!

ENTER NOW!

HEALTH

Columbia student flees to

It's not the pizza, say dermatologists. What really causes acne breakouts

POP CULTURE

ENTERTAINMENT

WIREFRAME

2000 px full width

407 px

High visibility area

1

~127 px

280 px

Secondary image zone

3

Secondary text can go here.

2

1186 px blank cutout

407 px

High visibility area

1

~127 px

280 px

Secondary image zone

3

Secondary text can go here.

2

Low visibility area on resolutions lower than 1440x900px

1000 px full height

COMBO

CBC MENU

Search

Sign In

Local updates Watch live

FX THE VEIL

Disney+ ORIGINAL SERIES Now streaming

LISTEN

With every album release, the Taylor Swift shadow economy gets a boost

Taylor Swift's latest album has broken vinyl record sales and boosted an entire shadow economy full of people selling Swift merchandise on sites like Etsy and Amazon. One Etsy merchant tells us how selling that merch has changed her life. Listen now.

Radio - Day 6

rci CANADIAN NEWS IN 7 LANGUAGES

RCI is CBC/Radio-Canada's multilingual service, forging bonds between Canadians and citizens of the world visit Radio Canada International →

FX THE VEIL

Disney+ ORIGINAL SERIES Now streaming

10

## STANDARDS FOR VIDEO FILES

CONTAINERS	PARAMETRE	DEFINITION	DETAILS	Note
MP4	Resolutions	HD	1920x1080 pixels.	Deinterlacing of interlaced images will be done by CBC/Radio-Canada.
	Frame Rates		23.976p – 25i or p – 29.97i or p	Consistent with original source
	Supported Codecs		H.264	
	Aspect ratio		16:9	
	Audio		PCM linear, 48 kHz, 24 or 16 bits. -24 LKFS (mean_volume: -17,5 dB and max_volume: -1,5 dBTP)	Stereo only.
<div>* Do not add the skippable ad function, as this does not work with our player.</div> <div>* Do not add a countdown for the ad, as we already have one.</div> <div>* Do not modify the user’s volume or add unmute.</div>				
**Important**				
Our media player is in a 16:9 ratio.			<div><div></div><div>16:9</div></div> <div>Very important: Do not use accents or special characters when naming files or folders (e.g., instead of “<i>théâtre d’ici.mov</i>”, write “<i>theatre_d_ici.mov</i>”).</div>	

# STANDARDS FOR VAST TAGS

VIDEO						AUDIO					
Progressive Download	Codec	Aspect Ratio	Resolution (px)		Bit Rate (Kbps)	Frame Rate (fps)	Codec	Bit Rate (Kbps)	Channel	Sample Rate	Volume
MOV (.mov) MPEG 4 (mp4)	H.264	16:9	High/HD	1920x1080	2500-4000	29.970 NTSC 25 PAL 23.976 Film Look	AAC	128-192	Stereo	48 kHz	-24 LKFS <i>mean_volume: -17.5 dB</i> <i>max_volume: -1.5 dBTP</i>
				1280x720	1500-2500			128-192			
			Medium/SD	854x480	700-1500			128-192			
			Low	640x360	500-700			96			

SKIPPABLE

*\* Do not add the skippable ad function as this does not work with our player.*

COUNTDOWN

*\* Do not add a countdown for the ad, as we already have one.*

VOLUME / MUTE

*\* Do not modify the user's volume or add unmute.*

Reference: [Ad Format Guidelines for Digital Video and CTV | IAB Tech Lab](#)

ADDITIONAL DETAILS

Important Notes:
<div>1. If collecting or using behavioural advertising, ensure proper notice and user choice is present. IAB Canada recommends the Canadian Ad Choices Program: <a href="http://www.YourAdChoices.ca">http://www.YourAdChoices.ca</a>; additional file size allowance for icon/notice: 5 KB.</div> <div>2. “User-initiation” defined: User-initiation is the wilful act of a user to engage with an ad. Users may interact by clicking on the ad and/or rolling over an ad (or a portion of an ad). A rollover is defined as a wilful pause of the user’s cursor on the target portion of the creative (the “hot spot”), such pause lasting at least one-second in duration before an action may be initiated by the ad (trigger an expand, etc.). This pause/delay prevents unwanted user-initiated actions and false reporting of user engagement.</div> <div>3. Max. CPU usage of 20% for in-page and 30% for full-screen is based on the publisher-defined benchmark end-user CPU for its audience. Consult with each publisher individually for their benchmark number for testing. With Flash, filters and vector art can cause excessive CPU usage.</div> <div>4. Ad unit content must be clearly distinguishable from normal content (i.e., have a distinct dark grey border around it, to differentiate itself from the page/app content).</div> <div>5. All interstitials are recommended to have a frequency cap of one per hour per user at minimum.</div> <div>6. Ad units that are not fixed sizes should have portrait/landscape equivalent layouts. Pixel sizes listed above can be reversed. As the user adjusts their phone, the creative should load the appropriately resized ad.</div> <div>7. Custom ad units not mentioned here (wallpapers, microsites, etc.) may be accepted by publishers, but specifications are based on individual website requirements and are not standardized by IAB Canada.</div> <div>8. Creative should click through to a web page, NOT an application or file, unless explicitly stated in the advertisement what the user can expect post-click. All links should open in a new window.</div> <div>9. IAB Canada encourages displaying rich media type ads on devices such as smartphones and tablets, so long as they use HTML5 (Flash does not work on most devices).</div> <div>10. Best practice is to have only one rich media ad unit per page. Recommended frequency cap is one per hour per user.</div> <div>11. High-resolution creatives may be accepted by some publishers for higher-quality images on double-density/retina displays. The accepted file weight for these high-resolution creatives will also increase, but should be no more than double the file size noted in these guidelines. Check with the media provider for accepted file weights. To identify these creatives note 2x in the file name.</div>

HTML5 Guidelines:
<div>HTML5 compressed (.zip) file allowance includes all assets contained within an ad package, which would be displayed upon loading. Duplicate assets for high-resolution displays are considered one asset in the ad package, contributing respectively to the overall file size.</div> <div>Includes HTML, images, CSS, JavaScript, font files, media and any other files that contribute to the ad display, zipped.</div>

Creative/Tag Naming Conventions:
<div>Creative Naming Convention: Language_Size_Client_Campaign_CreativeVersion.FileType (Example: en_300x250_gm_cadillac_c01.html).</div> <div>Ad Tag Naming Convention: Language_Size_Client_Campaign_TagVersion.FileType (Example: en_300x250_gm_cadillac_t01.txt).</div> <div>Versioning: The c01 or t01 at the end of either an ad creative or ad tag, stands for "creative version one" or “tag version one.” Any time ad creative is revised, the version should be changed to c02, c03, etc., so that Ad Operations can traffic the correct ad.</div> <div>Date Stamp (publisher ad operations only): When ad creative has been received from an Agency, a date stamp may be added to the end of the creative as follows: Language_Size_Client_Campaign_c01_YearMonthDay.FileType (Example: en_300x250_gm_cadillac_c01_121204)</div> <div>See point 11 above with regard to identifying larger file sizes.</div>

Placement Name Conventions:
<div>In an attempt to expedite the process of getting a campaign booked, pushed live and paid for, IAB Canada recommends a standard way to name placements on both the publisher and agency ad servers (if there is the ability to adjust, as some companies have global naming sche</div> <div><b>Agency_Client_CampaignName_PublisherName_PlacementDescription_PricingDescription_AdSize_Targeting_CreativeDescription_Language</b></div> <div>Example: M2_Toyota_Scion_Casale_ROM_CPM_300x250_M18-54_Roadshot_EN</div>