



CBC & Radio-Canada

MEDIA SOLUTIONS

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STANDARD AD UNITS

Product	Platform	Transition Fixed Size Ad Unit (WxH in pixels)	Aspect Ratio (W:H)	Dimensions		File Load Size		Max. Animation and Video Length	Audio Initiation	Implementation Notes and Best Practices
				Initial (WxH in pixels)	Maximum Expanded (WxH in pixels)	Max. Initial File Load Size Allowance (see HTML5 guidance in notes)	Subsequent Max. Polite File Load Size			
src, toutv, mordu, exploratv, artv, cbc (Mobile), src (mobile), rci, OHdio, Apple News	Desktop, Tablet	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. Expandables: Unlimited with user interaction.	Must be user-initiated (on click: mute/unmute); must be on mute by default.	Standard Creative: Accepted file formats: .GIF .JPG HTML5 Expandable Creative 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. Font = 8pt (11px)-16pt (21px) In-Banner Video: Video must include Play, Pause, Mute (and/or volume control to 0). Note: A close button is not required as the video resides within the ad unit itself.
src, toutv, mordu, exploratv, artv, src (mobile), OHdio, Apple News	Desktop, Tablet	Billboard 970x250	N/A	970x250	N/A	Image: 80 KB HTML5: 150 KB				
src, toutv, mordu, exploratv, artv, cbc (Mobile), OHdio, Apple News	Desktop, Tablet, Smartphone, App	Big Box 300x250	N/A	300x250	*Expands left: 600x250	Image: 50 KB HTML5** see note: 100 KB				
src, toutv, mordu, exploratv, artv, src (mobile), OHdio, Apple News	Desktop, Tablet, Smartphone, App	Double Big Box 300x600	N/A	300x600	*Expands left: 600x600	Image: 80 KB HTML5** see note: 100 KB				
src	Desktop, Tablet, Smartphone	Full-Width	NA	Adaptive Mobile: 756x626 Desktop: 2300x636	N/A	350 KB	450 KB	N/A	N/A	
src, mordu, src (mobile), OHdio, Apple News	Smartphone, App	Mobile Banner 320x50	6:1	320x50	N/A	GIF/JPEG: 40 KB HTML5: 50 KB	N/A	30 seconds or less (loops included); 15, 10 or 7 seconds recommended; maximum 3 loops. Recommended that final frame contain relevant information.	N/A	Use only HTML5 or GIF/JPEG. This unit is commonly placed in apps as an interstitial.
src, mordu, src (mobile)	Smartphone, App	Mobile Banner 320x100	3:1	320x100						

OTHER AD UNITS

Product	Platform	Creative Unit Name	Dimensions	Size		Max. Animation and Video Length	Implementation Notes and Best Practices
			Initial Dimensions <i>(WxH in pixels)</i> <i>Expansion not available</i>	Max. Initial File Load Size Allowance <i>(See further HTML5 guidance in notes)</i>	Subsequent Max. Polite File Load Size		
cbc	Smartphone, App	Interstitial** <i>(between the page)</i> (transparent background)	Variable dimensions. Phone Portrait (320x480) Landscape (480x320) Tablet Portrait (768x1024) Landscape (1024x768)	GIF, PNG, JPG: 1 MB <i>Video not supported.</i>	2.2 MB (unlimited in streaming)	Standard: 10 seconds (max 2 loops). Collapses if no interaction. Extended: 30 seconds. Authorized only if the user interacts within the first 10 seconds; otherwise, the ad collapses.	Content: End with relevant info; cap frequency at 1/hour per user. Specs: Check the Full Screen Ad Units page for aspect ratios and resolutions. UX: Include a "Close X" button if content is obscured. Typography: Use 8pt–16pt (11px–21px) fonts.
cbc (Mobile), src (mobile), cbc	Smartphone	Interscroller	400x1000	JPG, PNG : 150KB	N/A	N/A	Background Image (Main Component) must be exactly 400x1000px Safe zone: 600px (in height) In mobile news Articles
cbc	Desktop	Wallpaper Skin	Min :1442x1000px Max : 2016x1000px	JPG/GIF: 100 K CBC PNG: 1 MB	See pages 18-20 for Skin and Combo specifications.	N/A	Center Cutout: 1202x1000px, transparent. Branding: Place CTA or logo on both side panels within the safe zone. Safe Zone: Top/sides only; no bottom safe zone due to variable page heights. Content: Keep secondary text short and punchy.
cbc, src, mordu	Desktop	Fluid / Native		See pages 10 and 11 for Radio-Canada and pages 12 and 13 for CBC.	N/A	N/A	
cbc, src, cbc (Mobile), src (mobile)	Smartphone, Desktop	Carousel	300x250	JPG/PNG: 100 K <i>(per image)</i>	N/A	N/A	Image asset limits: Min. 3 and max. 5 per campaign. CTA optional.
			300x600		N/A	N/A	
Apple News	App		1080x1080	JPG/PNG: 4 MB	N/A	N/A	Apple News: Image aspect ratio = 1:1 and max. size: 1080x1080.

VIDEO AND AUDIO

Product	Platform	Video / Audio Creative Unit Name	Dimensions	Size		Max. Animation and Video Length	Audio Initiation	Implementation Notes and Best Practices
			Initial Dimensions <i>(WxH in pixels)</i> <i>Expansion not available</i>	Max. Initial File Load Size Allowance <i>(See further HTML5 guidance in notes)</i>	Subsequent Max. Polite File Load Size			
GEM, toutv, cbc, src, mordu, OHdio, exploratv, artv	Tablet, App, Smartphone, Desktop, ctv	In-Stream Video	Adaptive 16:9 recommended	Provide highest resolution available. 1080p recommended.	See page 5 for Video file specifications and page 6 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.
src, mordu, src (mobile), cbc	Tablet, Desktop	Outstream Video	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.
toutv, GEM	Tablet, Smartphone, App, ctv	Pause Ads	3840x496px further details here templates here	PNG :850Kb	N/A	N/A	N/A	No Transparent background Write concise, specific alt text (under 125 characters) starting with the most important details. Use natural keywords, provide context, and end with a period. Avoid redundant phrases like "image of."
OHdio	Tablet, Smartphone, App, Desktop	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.
CBC Listen, OHdio	Tablet, Smartphone, Desktop	Podcast	N/A	N/A	N/A	N/A		

STANDARDS FOR VIDEO FILES

CONTAINERS	DEFINITION	PARAMETRE	DETAILS	Note
MP4	HD	Resolutions	1920x1080 pixels.	<i>Deinterlacing of interlaced images will be done by CBC/Radio-Canada.</i>
		Frame Rates	23.976p – 25i or p – 29.97i or p	<i>Consistent with original source</i>
		Supported Codecs	H.264	
		Aspect ratio	16:9	
		Audio	PCM linear, 48 kHz, 24 or 16 bits. -24 LKFS (<i>mean_volume: -17,5 dB and max_volume: -1,5 dBTP</i>)	<i>Stereo only.</i>

Important	
Our media player is in a 16:9 ratio. 	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>”).

- * Skip Function: Do not implement; incompatible with current player.
- * Ad Countdown: Do not add; existing UI already includes this.
- * Audio Control: Do not modify volume or trigger unmute.

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

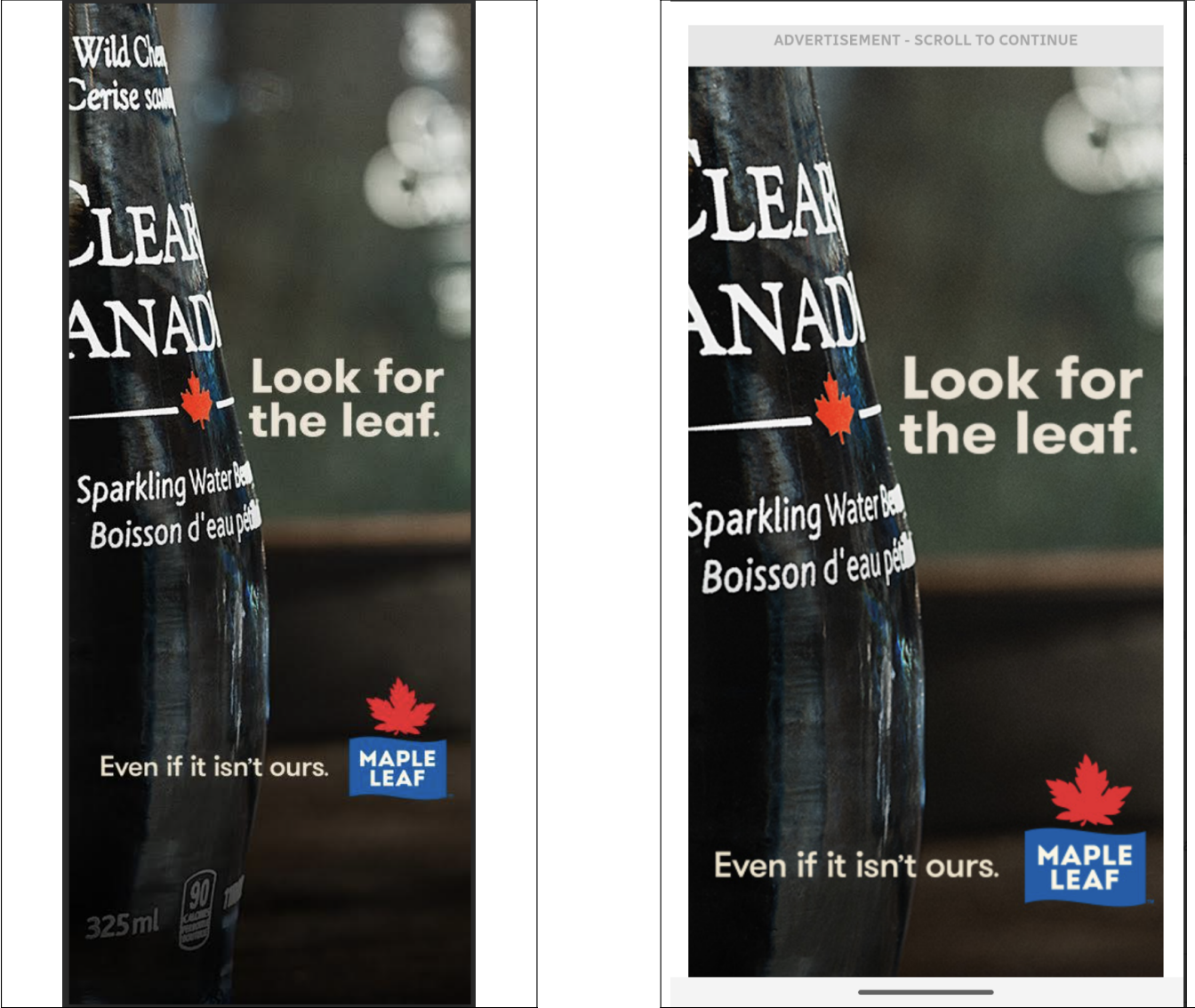
** Do not modify the user's volume or add unmute.*

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

INTERSCROLLER SPECIFICATIONS

ELEMENTS	DETAILS
Background Image (Main Component)	Safe zone: 600px (<i>in height</i>) <i>The background image must be exactly 400x1000 pixels.</i>
Max. resolution:	400x1000px (WxH)
Supported Formats :	JPG, PNG
Max. file size:	150 KB
Click-Through URL	Mandatory
Impression Tracker	Optional

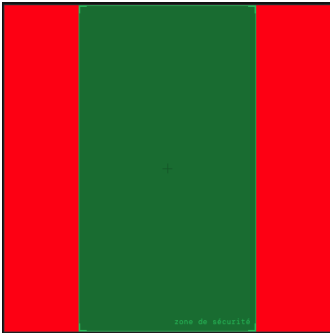
INTERSCROLLER EXAMPLE AND SAFE ZONE DETAILS

EXAMPLES	SAFE ZONES
	 Exclusion Zone (200px) Safe Zone (600px) Where the ad content resides Exclusion Zone (200px)

NATIVE SPECIFICATIONS
Radio-Canada

ELEMENTS	DETAILS
Title	Max. 42 characters
Advertiser Name	Max. 15 characters
Type of Destination URL	Internal/external Is it an internal link to Radio-Canada.ca or an external one? (example : ici.tou.tv or erableduquebec.ca)
Landing Page URL	Max. 1,024 characters (Web page where users are redirected to when they click your ad)
Supported Format	JPG
Max. file size:	150 KB
Max. resolution for Extra Small	400x400 px Same image is used, but in XS, it is cropped on the sides.
Aspect Ratio	1:1
Fonts to use for designing your assets: (cannot be changed in the ad server)	

Safe Zone for 1:1 Format



safe zone is 218x218 pixels (in green)
Anything that appears in the red area will not be visible.

NATIVE TILE EXAMPLE
(Radio-Canada)

EXAMPLE



CONTENU PUBLICITAIRE

Bien dans sa peau pour la rentrée

Avec Brunet

 RADIO-CANADA

MENU

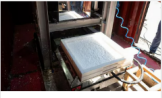
EN DIRECT

AR

Alimentation



ALIMENTATION
Menu déjanté et saveurs insolites : ce qui vous attend à l'Exposition nationale canadienne



POLLUTION
La mousse de bois, une solution de rechange au plastique des emballages?



TOUT UN MATIN
Fermeture de son restaurant : Antonin Mousseau-Rivard tourne la page



TOUT UN MATIN
Fermeture du Tim Hortons des Îles-de-la-Madeleine : pourquoi s'agit-il d'un lieu ...



LE GOÛT DE SAVOIR
Omniprésent, le maïs demeure un aliment sous-estimé

Contenu publicitaire



CONTENU PUBLICITAIRE
Bien dans sa peau pour la rentrée
Avec Brunet

zone jeunesse

Émissions

Vidéos

Jeux

Zone Petits



MAJ
Herbe à poux, pollen : 5 choses à savoir sur les allergies saisonnières



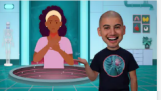
GARFIELD ORIGINALS
Des vidéos adaptées de la célèbre bande dessinée, à voir en covisionnage



ZONE DES PARENTS
Mon enfant dit des gros mots - Comment réagir?



COMPTINES POUR LES TOUT-PETITS
Des classiques à chanter en famille



MASSI EN MISSION
Quiz : testez vos connaissances sur le vom!

ICI TOU.TV

Émissions

Rattrapage télé

Extra

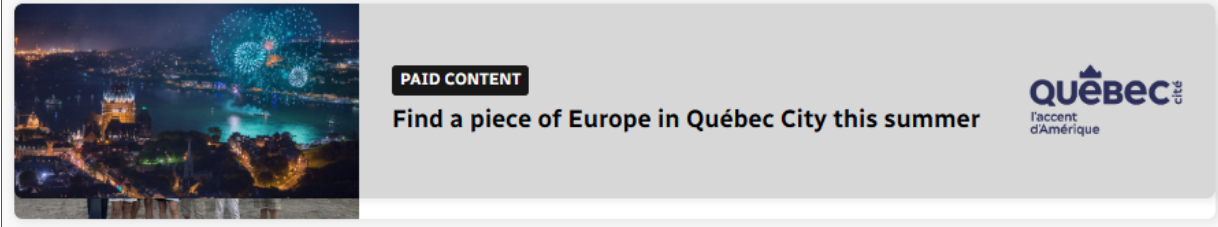
Jeunesse

NATIVE TILE SPECIFICATIONS
CBC

ELEMENTS	DETAILS
Image Dimensions	960x540px (minimum size)
Image aspect ratio	16:9 1:1
Body text	Native headline max. 65 characters including spaces.
Logo	Transparent file, PNG
Logo dimensions	1:1 Ratio : 125x125px Horizontal Logo : 125px height and max. 300px 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)

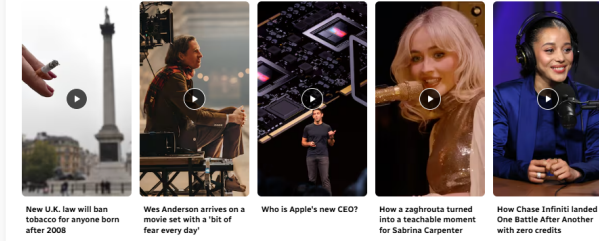
NATIVE TILE CBC EXAMPLE

NATIVE TILE 16:9 WEB



Shorts

FeaturedFor YouEntertainmentLifestyleCultureNewsSportsIndigenousScienceMusic





PAID CONTENTFind a piece of Europe in Québec City this summerQuébec l'accent d'Amérique



POP CULTUREWordle was an overnight sensation. Now its creator is back with a new game

ADVERTISEMENT

IgniteContinuingMcMaster

NATIVE TILE 1:1 MOBILE



NATIVE TILE CBC OTHER PAGES EXAMPLE

NATIVE TILE 1:1 MOBILE



Your horoscope for the week ahead: Tune into your instincts — and follow them with gusto

It's a beautiful time to focus on cultivating more stability, beauty and abundance in your world.

Life - Culture | May 6 | 



Decision fatigue is a peril of modern life — but understanding how it shows up in you can help

Why having more choices and aiming for perfect outcomes doesn't always put you at an advantage.

Life - Wellness | May 3 | 



Soo Joo Park shares her thoughts on aging and the beauty industry

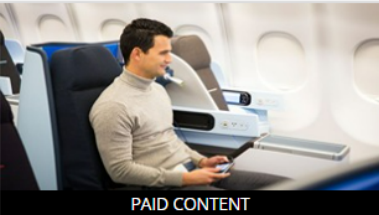
The model and musician opens up about maintaining her mental health and personal identity.

Life - Style | April 30 | 



Mini Blinis with Smoked Tomato: A vegan version of a dish that's 'synonymous with celebrations'

Life - Food | May 6 | 



PAID CONTENT

Upgrade your travel game with KLM's World Business Class to Amsterdam 

Paid Content





CREATOR NETWORK

Mango lassi chia pots: A creamy make-ahead pudding that's packed with protein

Life - Life Video | May 1 | 



From life's little projects to its big questions; the latest in food, style, relationships, work and money, home, wellness, pets and travel delivered directly to your inbox each week.

Email address:

Enter your email address

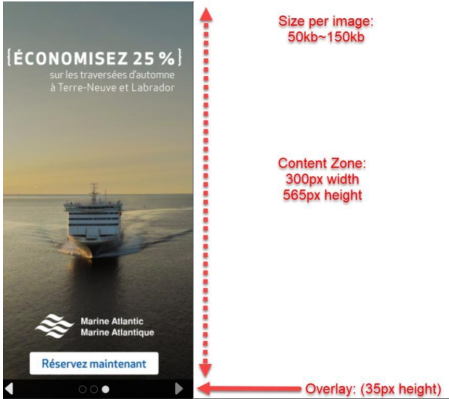
Subscribe

14

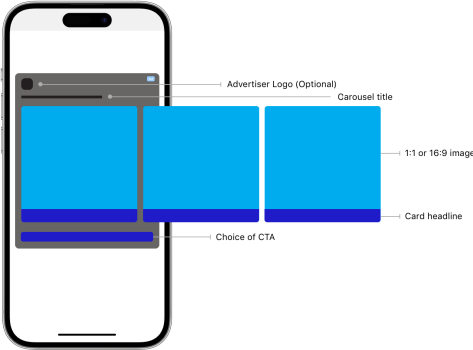
CAROUSEL

ASSETS	DETAILS	
	DESKTOP/MOBILE	APPLE NEWS
Image Type	PNG/JPG	PNG / JPG
Cards per Campaign	Min. 3 / Max. 5	Min. 3 / Max. 12
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	

DESKTOP/MOBILE EXAMPLE



APPLE NEWS EXAMPLE



CAROUSEL EXAMPLE

CBC

Packing smart with Catherine Souffront

Learn more



Reitmans PAID CONTENT

Packing smart with Catherine Souffront

Learn more



Reitmans PAID CONTENT

Packing smart with Catherine Souffront

Learn more



Reitmans PAID CONTENT

RADIO-CANADA

Reitmans

Valise futée avec Catherine Souffront

DÉCOUVREZ



Contenu publicitaire sur Radio-Canada.ca

Reitmans

Valise futée avec Catherine Souffront

DÉCOUVREZ



Contenu publicitaire sur Radio-Canada.ca

Reitmans

Valise futée avec Catherine Souffront

DÉCOUVREZ



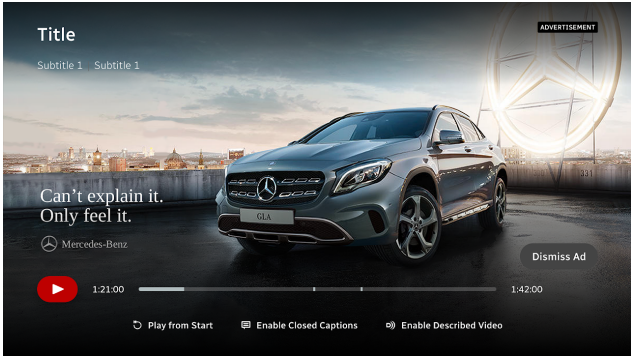
Contenu publicitaire sur Radio-Canada.ca

PAUSE ADS

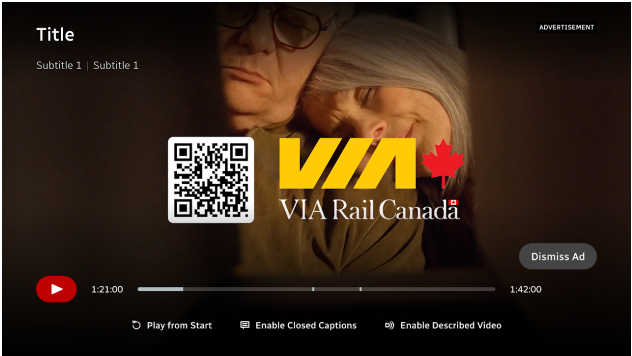
ELEMENTS	DETAILS
Image Dimensions	3840 x 2160 px
Image aspect ratio	16:9
Safe Area	Yes
Format	PNG <i>no transparency</i>
QR code	optional <i>highly recommended</i>
Alternative Text	Required <i>alternative text (Alt text) for screen readers must be provided.</i>
Alternative Text Max Characters	125
Max file size	850 KB
Click Tracker	<i>not supported</i>
Impression Tracker	<i>not supported</i>

PAUSE ADS EXAMPLE

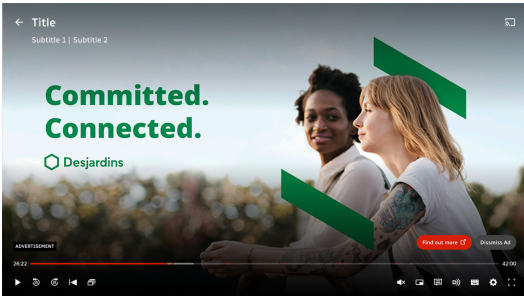
Pause Ads Example in TV player



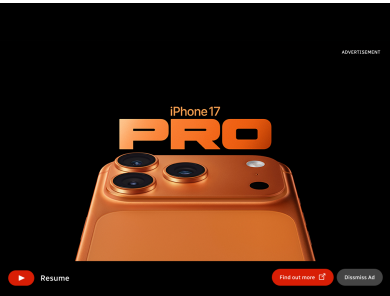
Pause Ads Example in TV player (with QR code)



Pause Ads Example in Web player (coming soon)



Pause Ads Example in Tablet

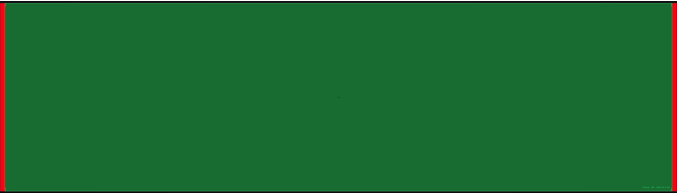


Pause Ads Example in Phone



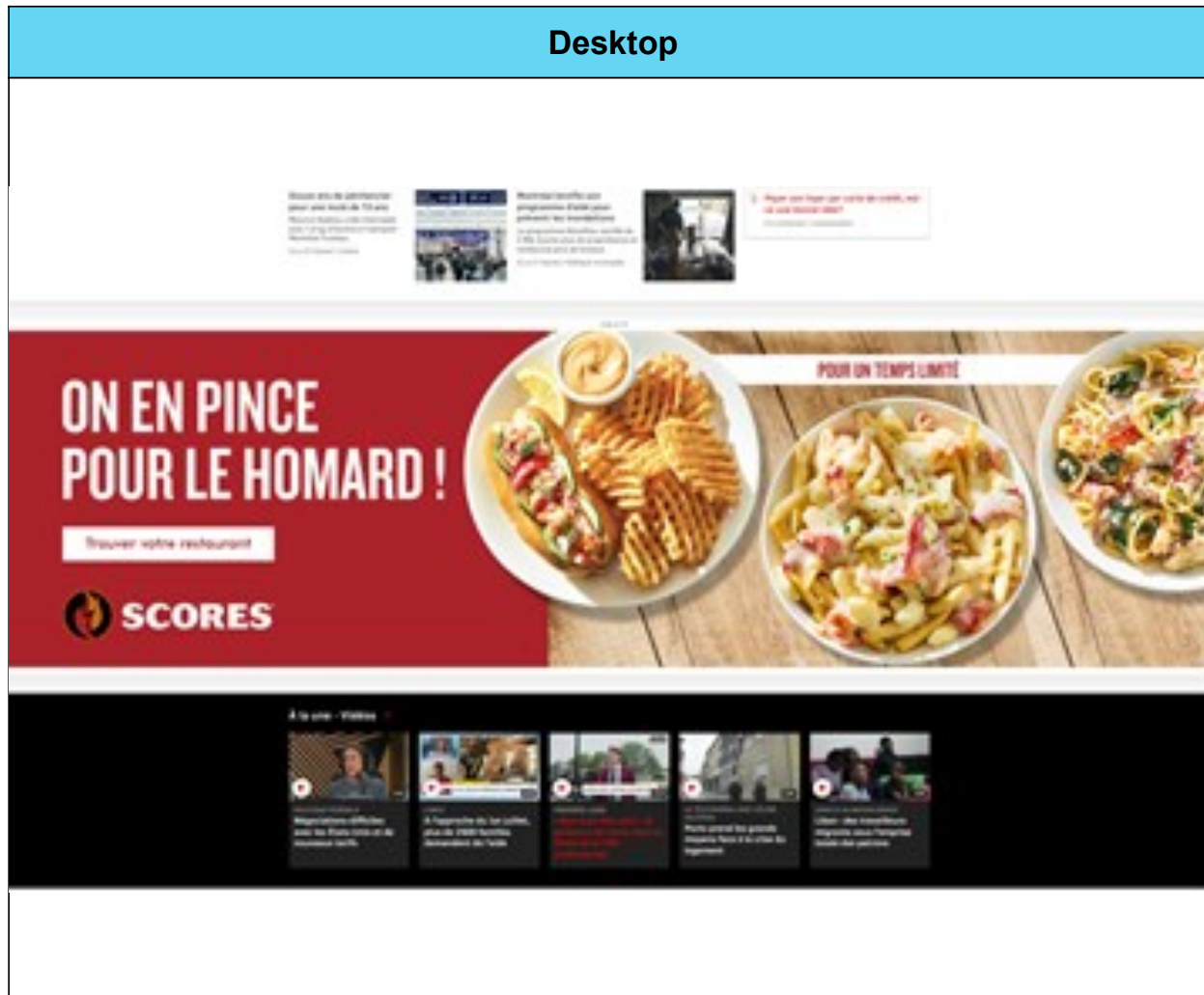
FULL-WIDTH

ELEMENTS	DETAILS
Image Dimensions	Desktop : 2300x636px Mobile : 756x626 px
Safe Zone	Desktop : 2270x636px Mobile : 756x626 px
Image aspect ratio	Desktop : 32:9 Mobile : 1.21:1
Body text	Native headline max. 65 characters including spaces.
Logo	Transparent file, PNG
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>
Destination URL	Max. 1024 characters
Third-Party Impressions Tracker	optional

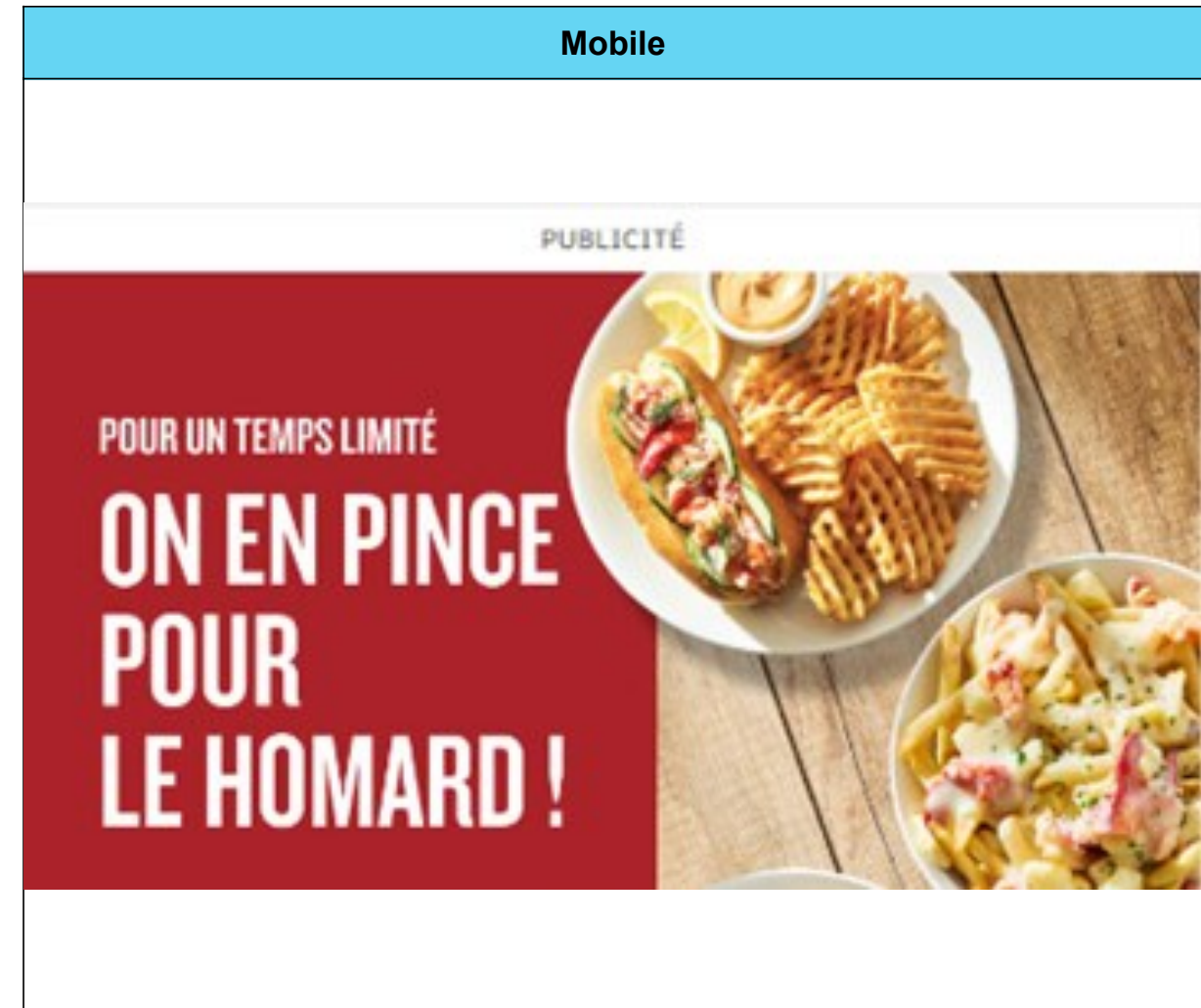
Safe zone	
Desktop	
Mobile	

Full-Width Examples

Desktop



Mobile



CO-BRAND SPECIFICATIONS – CBC

IMAGES	
Must be provided. For the 300x250 format, image must be 300x115. For the 728x90 format, image must be 270x90.	
Example: 	
	Filenames – insert name of file if necessary: Description (max. 80 characters, including spaces) – insert your description here: URL – insert URL here:
LOGOS	
Must be provided. For the 300x250 and 728x90 formats, logo must be 127x55. For the 320x50 format, logo must be 80x38.	
Example: 	
	CTA – Insert call to action here (e.g., Find Out More, Learn More):

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

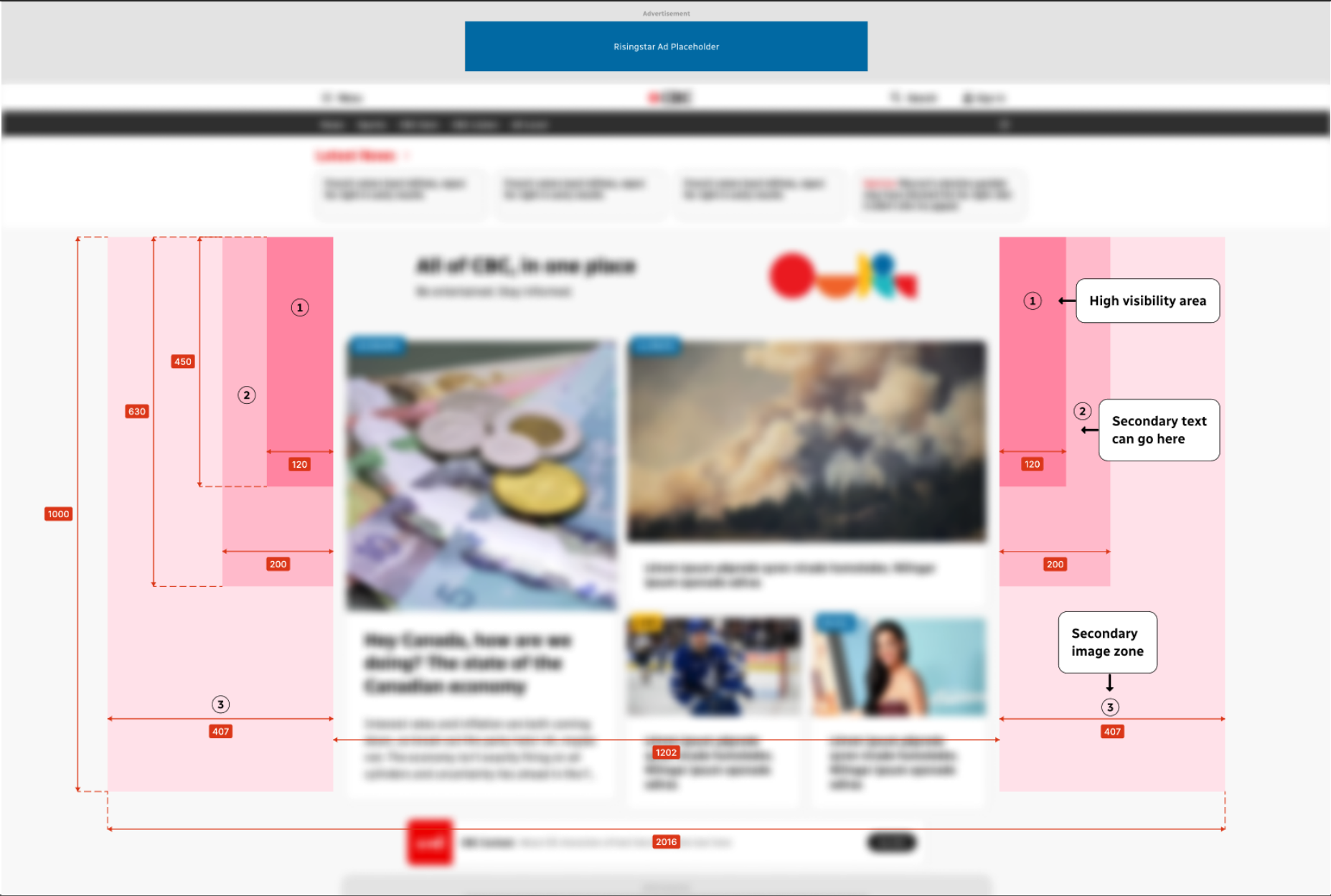
WALLPAPER / SKIN

ELEMENTS	DETAILS
Image type	PNG/JPG
Destination URL	Max. 1024 characters
Third-Party Impressions Tracker	not supported
Third-Party Click Tracker	not supported
Dimension	The asset is divided into three primary sections: Left Panel : 407px by 1000px Content Safe Area (Center) : 1202px by 1000px Should be kept clear Right Panel : 407px by 1000px <i>final wallpaper ad asset should be a single file that is 2016px by 1000px</i>
Max Weight per card	JPG/GIF :100 k PNG : 1 mo
Video	not supported

SKIN EXAMPLE



SKIN WIREFRAME



COMBO EXAMPLE

 **CBC**

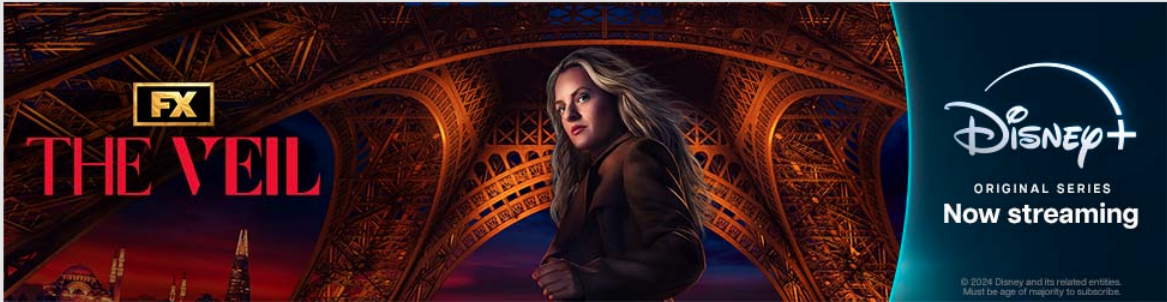
[MENU](#) 

 Search

 Sign In

Local updates

Watch live





LISTEN

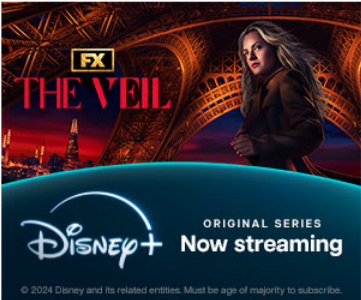
With every album release, the Taylor Swift shadow economy gets a boost

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.

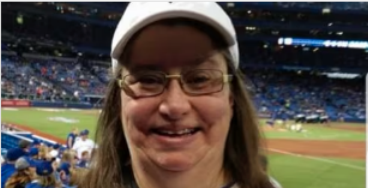
Radio - Day 6



RCI is CBC/Radio-Canada's multilingual service, forging bonds between Canadians and citizens of the world
[visit Radio Canada International](#) 









Billboard 970x250 & 300x250 (728x90, 970x90 available also)