



Outbrain High Impact Display Experiences

Leverage large-format, beautiful creative experiences to spark deeper engagement and reach your brand goals.

Bigger impact with unique mobile ads

- ✓ Both classic High Impact Display formats and unique variations available
- ✓ Designed for more engagement and deeper audience insights

The most engaging environment on the open web

- ✓ Access to engaging environments across 7,000+ top properties across the globe
- ✓ Placements designed to spark audience action and dwell, rather than passive views

Easy to activate no matter how you buy

- ✓ Send us your existing assets to create your High Impact experience, available for activation in your DSP or ours with a simple ad tag
- ✓ Or create your own High Impact experience in your DSP, also supported in specified sizes

Customize your High Impact experience to your goals



Bespoke solutions for each campaign

Our in-house Brand Studio creates custom, unique versions of our High Impact Display formats that help you achieve specific goals, increase interactions, and gather valuable first-party insights.



CNN

POLITICO

Le Monde

Vox

NEW YORK POST

REFINERY29

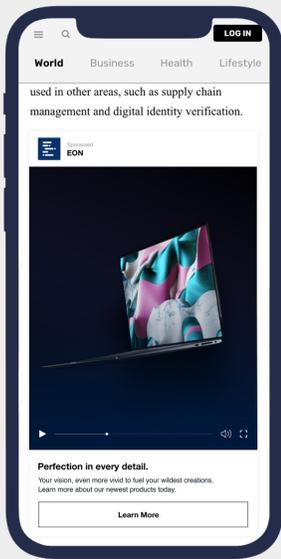
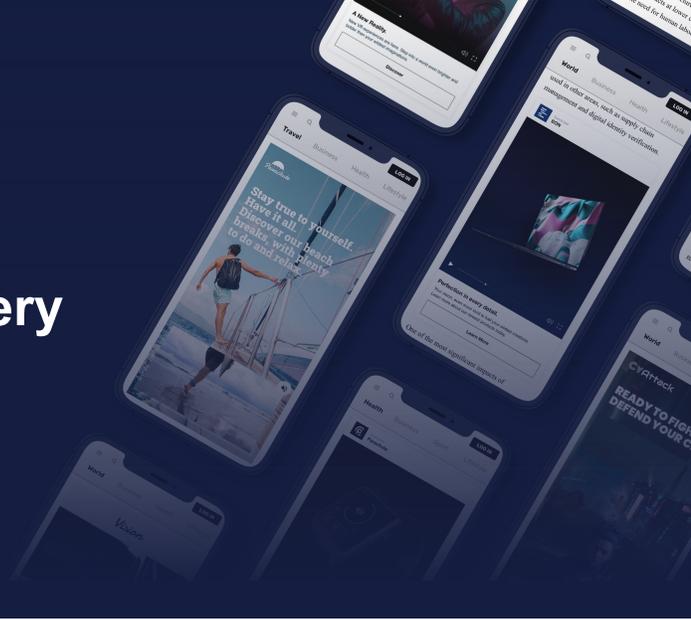
FORTUNE

L'EQUIPE



High-Impact Display Format Gallery

From easily-activatable out-of-the-box to custom, our suite of High-Impact Display formats are designed for **attention**.



High Impact Display Specs.

- ✓ Out of the box, seamless setup
- ✓ Easily activatable on your DSP of choice
- ✓ Also available via Managed Service

Specs

- Supported sizes: 336x280, 300x600
- Image Ratio: 1:1.3 (1200x1560) / 1:1 (1200x1200)
- Image Format: JPG, PNG, MP4
- Image Weight: Max 2.5 MB
- Mobile only
- Brand Logo: 1:1 ratio, 250x250
- Brand Name: 25 characters
- Title: 30 characters
- Description: 90 characters
- CTA: 15 characters

Preview the variations we offer:

- ✓ Standard Image
- ✓ Standard Video
- ✓ Social Image
- ✓ Social Video
- ✓ Carousel
- ✓ Zoom
- ✓ Panorama
- ✓ Poll