

This spec sheet is the reference for all creative submitted through the Aparagon Marketing Platform to be delivered through Amazon DSP. It covers all supported media types: Display, Online Video, Streaming TV, and Audio. Assets are uploaded and managed through an advertiser-dedicated Creative module, which rejects any asset that falls outside these specs. The upload gate isn't the final review, though: Amazon evaluates dimension-approved creative for content approval once it's submitted with a campaign order.

Display

Display Type	Dimensions	Max File Size	Format
Amazon Custom	414 x 125 px	500 kb	JPG, PNG, GIF
Billboard	970 x 250 px	500 kb	JPG, PNG, GIF
Large Rectangle	300 x 600 px	500 kb	JPG, PNG, GIF
Leaderboard	728 x 90 px	500 kb	JPG, PNG, GIF
Medium Rectangle	300 x 250 px	500 kb	JPG, PNG, GIF
Mobile Leaderboard	320 x 50 px	500 kb	JPG, PNG, GIF
Wide Skyscraper	160 x 600 px	500 kb	JPG, PNG, GIF

Display ads are static or animated banner creative shown across desktop, mobile, and tablet placements. They appear on Amazon owned and operated inventory, including Amazon.com, plus verified placements through Amazon Publisher Direct.

Online Video

Duration	Skippable	Minimum Frame Size	Video Bitrate	Audio Bitrate	Max File Size	Format
Min: 6 sec · Max: 120 sec (Recommended: 6, 15 & 30)	Yes	1920 x 1080	Min: 4 mbps (Recommended: 8 mbps)	Minimum 192 kbps	500 MB	MP4

Companion Image (Optional) — 300 x 250 px or 728 x 90 px | Max 500 kb | JPG, PNG, GIF

Online video ads run in-stream (before, during, or after content) and out-stream (between text and images) across desktop, mobile, and tablet. They appear on Amazon owned and operated inventory, plus verified placements through Amazon Publisher Direct.

Streaming TV

Duration	Skippable	Minimum Frame Size	Video Bitrate	Audio Bitrate	Max File Size	Format
15 or 30 seconds only	No	1920 x 1080	Min: 15 mbps (Recommended: 50 mbps)	Minimum 192 kbps	500 MB	MP4

Streaming TV ads are full-screen, non-skippable video ads shown before, during, or after TV shows, movies, and live entertainment. They appear only on Amazon owned and operated inventory: Amazon Live Events, Fire TV Channels, Prime Video, and Twitch.

Audio

Duration	Volume	Max File Size	Format
Min: 10 sec · Max: 30 sec (*12–15 or 27–30 for Twitch)	At least 192 kbps RMS normalized to -14 dBFS Peak normalized to -0.2 dBFS	3 MB	WAV, MP3, OGG

Companion Image (Required) — 1024 x 1024 px | Max 750 kb | JPG or PNG

Audio ads play across desktop, mobile, tablet, connected TV, and smart speakers. They appear on premium properties like Amazon Music, Alexa-enabled devices like Echo, and Twitch, plus podcasts and third-party placements through Amazon Publisher Direct.