Kobler – Creative Specs Overview

This one-pager summarizes everything you need to know to prepare and upload your creatives for display on the Kobler platform.

File Requirements

- **Supported formats:** .png, .jpeg/.jpg, .gif, .bmp, .html, .zip (HTML5)
- **Max size:** 150 KB
- **Landing page URL:** Required (include UTM if needed)

Video Ads

- Must be compressed externally (e.g., Seenthis or Adserve)
- Upload after compression

Third-Party Tags

Supported ad servers:

- Adform
- Adserve
- Bannerflow
- Delta
- Google (DoubleClick)
- OptOut

Others? Email: support@kobler.no

Submitting Materials

- **Self-service:** Upload via "Ad Creative" tab
- **Managed campaigns:** Email files to cs@kobler.no at least 3 days before launch

Ad Hosting Options

- **Basic:** One ad per format
- **Advanced:** Multiple ad sets (e.g., rotators)

Recommended Formats

All available formats are listed in the Kobler platform under **"Inventory"** in the main menu, as well as on our support page.

Supported Regions

Ad formats available for **Norway, Sweden, and Denmark**.
All creatives must follow IAB guidelines.

Need Help?

- Technical questions: support@kobler.no
- Customer service: cs@kobler.no