

AD SPECIFICATIONS: VIDEO



PRE-ROLL VIDEO

	Compression	Aspect Ratio	Frame Rate	Depth	Key Frames	Min Resolution	Audio
Quicktime .mov (compressed)	H.264	16:9	59.94 (must be above 20 FPS)	Millions of colors +	Automatic	1280 x 720	<ul style="list-style-type: none"> • Format: AAC • Sample Rate: 48.000 kHz • Sample Size: 16-bit • Channels: Stereo (L R)
	Format	Dimensions	Max File Size	Animation			
Companion Banner Ad	.jpg, .png, .gif, .swf	300 x 250	50K	<ul style="list-style-type: none"> • 1 loop max • 30-second animation max 	<ul style="list-style-type: none"> • 5 panel max • User-initiated audio 	<ul style="list-style-type: none"> • Close button available 	

IN-BANNER VIDEO

	Dimensions	Max File Size	Animation
In-Banner	300 x 250	Maximum initial load: 40K Polite file size: 80K for Flash; 500K / low bandwidth and 1MB / high bandwidth for video	<ul style="list-style-type: none"> • Audio and video length: 15 seconds recommended (30 maximum) • Cannot exceed 24 frames per second • Cannot have constantly animating elements • User must click to initiate streaming video • Audio must be user initiated with standard controls (e.g. play, pause, audio, mute and stop) • Start, stop and mute buttons are required

THIRD-PARTY AD SERVERS

Specific Media supports most third-party ad servers and accepts iFrame and JavaScript tags	<ul style="list-style-type: none"> • Atlas • DoubleClick • EyeView 	<ul style="list-style-type: none"> • EyeWonder • Innovid • Mixpo 	<ul style="list-style-type: none"> • MediaMind • PointRoll • Spongecell 	<ul style="list-style-type: none"> • Telemetry • VideoHub • Videology 	<ul style="list-style-type: none"> • Vindico
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*H.264 (MP4), FlashVideo (FLV), and WebM video file types may all be included within each video feed (other formats may be included but will not be used)

* SSL-compliant