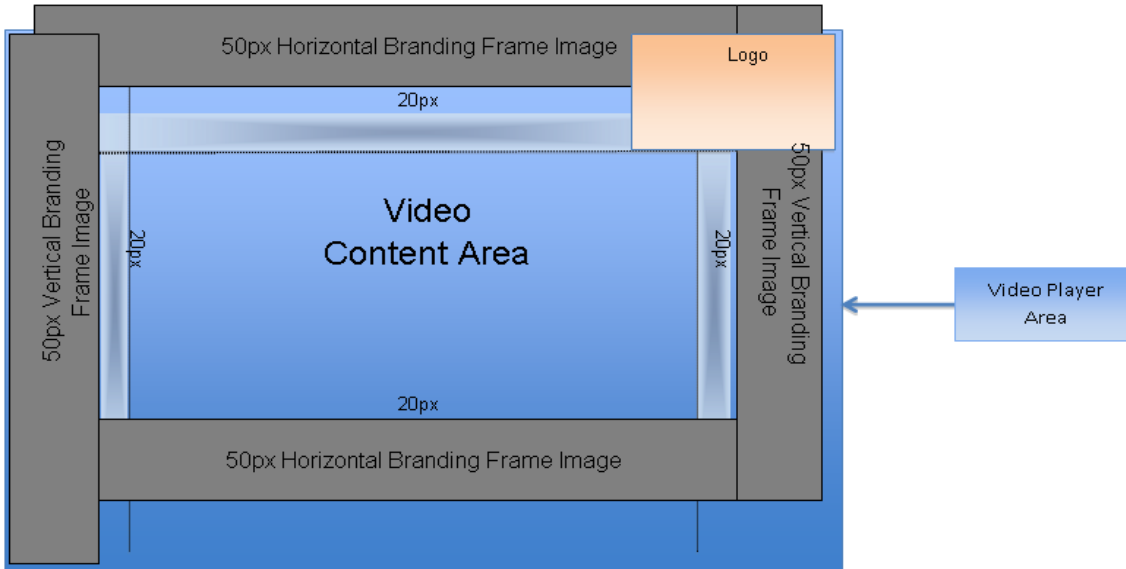


Creative Specifications - Branded Player

Size	Logo Size and Position	File Type	Max Combined File Size	Opacity	Branding Frame Scaling	Audio	Number of Ad units	Duration	Interactivity	Tracking	Video Content Resolution / Aspect Ratio and BitRate	Expanded/ Overlay Controls	Video Content Scaling	Implementation Lead Time
Any combination of top & bottom horizontal and left & right vertical branding frame images same vertical height and horizontal width dimensions as video player plus up to 50px into player interior area; with 20 px bleed area*	70px max positioned at any location within Overlay plus Bleed. Publisher must determine that it does not impact Video Content	JPEG, PNG or GIF (Animations not supported)	100k	100% in 50px overlay area and 70px x 70px logo margins	Constrained scaling possible. Fullscreen not supported.	No	1	Until next ad unit is called or video content ends	Click-to-site only	Standard 1x1 click and impression tracking	Depends on Video size. Publisher must provide.	Click only. Video content controls not supported. Publisher player must provide video controls within the video content area.	Publisher decides how video content will be scaled within the video content area.	5 Business Days



* 20 additional pixels can be used as a bleed area or to overlay a logo.

Notes:

- When a user clicks on the branded player, it can launch a new page to take users to the advertisers site (launch a browser).
- Call to action should be communicated clearly on ad, i.e. "Click to visit site".