



Creative Specifications - In Synch (Video Preroll)

Ad Type	Ad Size/Dimensions	Format Length	Required Assets	Format Accepted	File Size/Resolution	Encoded Bit Rate	Aspect Ratio	Key Frame Interval	Frame Rate	Audio Initiation	Companion Banners*	3rd Party Serving	Delivery Deadline
In-stream - Pre-roll & Commerical Break ads	Varies by publisher Player video pane size (4:3 or 16:9 ratio)	Any	Creative file, Click-through URL or 3rd Party Click and View Tracking Tags	MPEG2 or MPEG4 format preferred. Also accept FLV, AVI, WMV, MPEG, or MOV	Resolution: 1360 x 768 pixels (HD) preferred. Also accept 640 x 480 (SD) (4:3) or 720 X 480 (SD) (16:9)	1500 kbps recommended (minimum 500 kbps)	Unconstrained, 4:3 or 16:9	15	29.95 fps recommended (minimum 15 fps)	User Initiated Only	300x250 SWF, GIF, JPG, JPEG. 1x1 tracking pixels	Yes	5 Days

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Format Category	Format (WxH)	Max Initial Load File Size *	Add'l File Weight (Polite Download)	Flash Specifics	Audio Initiation	Maximum Animation Length	Controls
Expandable/Retractable Units	User-initiated Retractable Ads: Maximum width of 600 pixels.	40 KB	80 KB	18 fps	User Initiated (on click) if applicable	Expansion: For the full duration of the preroll/midroll/postroll video seconds,	<ul style="list-style-type: none"> Control = "Close X" Font = 16 pt Location = On Edge of Original (non-expanded/expanded) unit
Floating Units	Variable	80 KB	160 KB	18 fps		Floating: For the full duration of the preroll/midroll/postroll video seconds,	<ul style="list-style-type: none"> Control = "Close X" Font = 16 pt Location = On Edge of Original (non-expanded/expanded) unit