



Creative Specifications - Video In-Stream

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 - Mid-Roll	Varies by publisher Player video pane size (4:3 or 16:9 ratio)	:15 seconds	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	NO	5 Days

Notes:

300x250, 300x240, 300x250 Accompanying Ad

- Ad cannot exceed 300x250 area (**no expansion**)
- Ad cannot expand, play video or play sound
- Max file size: 40K
- 3x looping allowed