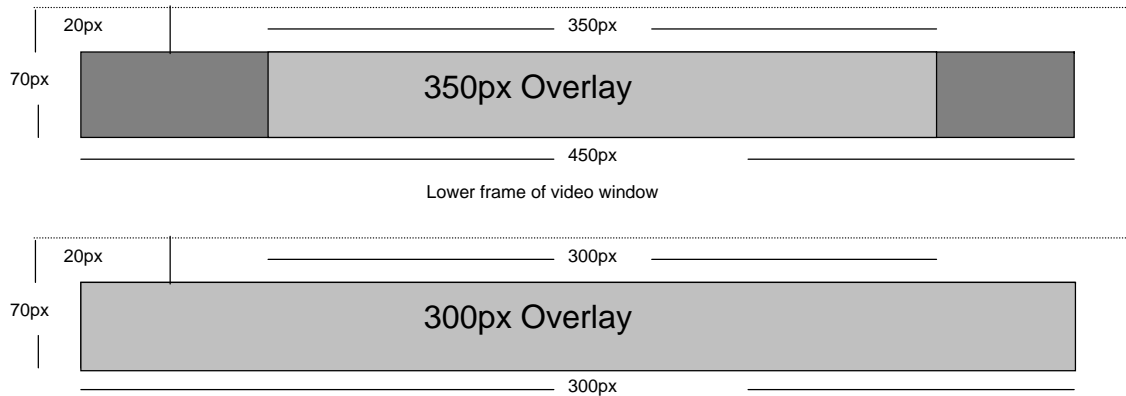


Creative Specifications - PowerRoll (Video Preroll)

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

Size	File Type	Flash Version	Frame Rate	Max File Size	Opacity	Scaling	Audio	Duration	Animations	Expanded/Overlay Controls	Closed state	Implementation Lead-time
350x50; with 20 px bleed area*	SWF/JPEG or PNG	Flash 7 and Earlier	30 fps	100k	Text and Image can be 100% but background is max 70%	No, always centered	No	15 seconds	10 second window starting at the beginning of the ad; max	Close and mute. Play controls optional	Persistent ad button. Best practice for button to be in lower right corner	5 business days
300x50; with 20 px bleed area*	SWF/JPEG or PNG	Flash 7 and Earlier	30 fps	100k	Text and Image can be 100% but background is max 70%	No, always centered	No	15 seconds	10 second window starting at the beginning of the ad; max	Close and mute. Play controls optional	Persistent ad button. Best practice for button to be in lower right corner	5 business days
468x60	SWF/JPEG or Gif	Flash 7 and Earlier	30 fps	70k	Text and Image can be 100% but background is max 70%	No, always centered	No	15 seconds	10 second window starting at the beginning of the ad; max	Close and mute. Play controls optional	Persistent ad button. Best practice for button to be in lower right corner	5 business days

* In regards to animation, 20 additional vertical pixels can be used in order to enhance the ad message.



Notes:

- When a user clicks on an overlay in the Powerroll Overlay it will pause the Powerroll Video Preroll
- The Video Preroll will resume once the user has clicked "close" or "completed"

* In regards to animation, 20 additional vertical pixels can be used in order to enhance the ad message.