



Pre-Roll Specs

Video Production										Trafficking			
Video Type	Video Size	Video Length	Format Accepted	Video Frame Rate	Bit Rate	Video Compression	Key Frame Interval	Audio Codec	Recommended File Size	3rd Party Serving	3rd Party Tracking	Tags	Delivery Deadline
Pre-roll	640 x 480 or higher (4:3 aspect ratio) 640 x 360 or higher (16:9 aspect ratio)	Prefer :15s min. Also accept :30s max.	Prefer QuickTime (MOV). Also accept WMV.	Min 23.97, Max 30	1200 kbps or better	Any native QuickTime, AVID or Media 100 including MPEG-2, H.264, Animation	Every 24 Frames	AAC, 128 kbps, 44kHz, Stereo	100 MB or less	No	Yes	Standard tag (href and img source) + Clicktag is optional	5 Days

Companion Banner Specs

Companion Banner					Trafficking					
Size	Format	Animation	Looping	Flash Banners FPS	File Size	3rd Party Serving	3rd Party Tracking	Rich Media Accepted	Tags	Delivery Deadline
300x250 (optional)	SWF, JPG, GIF, PNG (clickTAG must be programmed in the SWF)	:15s	3	18	40k	Yes	Yes	Yes (in-banner only)	3 rd party iframe, JavaScript, Standard tag (href and img source), 1x1 + asset	5 Days
300x250 (required)	Static JPG	NA	NA	NA	20k	Yes	Yes	No	Standard tag (href and img source) or 1x1 + asset	5 Days
300x60 (optional)	Static JPG	NA	NA	NA	20k	Yes	Yes	No	Standard tag (href and img source) or 1x1 + asset	5 Days

Rich Media Specs

Rich Media Ad Units
IAB Ad Unit Guidelines
http://www.iab.net/iab_products_and_industry_services/508676/508767/Rich_Media