



### Video Syndication Specs

| Video Production  |                    |                             |                     |                   |                    |                |   |                       |                   | Trafficking        |  |                   |
|-------------------|--------------------|-----------------------------|---------------------|-------------------|--------------------|----------------|---|-----------------------|-------------------|--------------------|--|-------------------|
| Video Title       | Video Description  | Video Code                  | Video Resolution    | Video Frame Rate  | Video Thumbnail(s) | Video Keywords | Video Tracking  | Recommended File Size | 3rd Party Serving | 3rd Party Tracking | Tags   | Delivery Deadline |
| 40 characters max | 250 characters max | .MOV file, H.264 compressed | 640x480 and 640x360 | Min 23.97, Max 30 | 150x97             | Needed         | Impression/Click tag (we can also 3rd party track the completion) | 100 MB or less        | No                | Yes                | Standard tag (href and img source) + Clicktag, 1x1 | 14 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 <sup>rd</sup> 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            |  |