dstillery

Ad Specs

Desktop Video

VIDEO	Format: Minimally compressed Quick-Time file (MOV & MP4) or Flash Video (FLV) file. VAST 2.0 & VPAID tags
4:3 (standard) 16:9 (widescreen)	VAST & VPAID tags must contain HTML5 media assets (WebM and MP4) Size: 640 pixels wide minimum Max File Size: 3MB for 15 sec, 5MB for 30 sec (minimum of 24 fps) Encoding: h.264 codec at the highest quality setting (recommended), mjpeg, mpeg4, h263, dvvideo, svq1, qtrle, rawvideo, rpza Stream Type: Instream - 15 sec; 30 sec / After 30s duration: Skippable feature available for 30s - PreRoll only. Max Duration: 30 sec ("click to continue" feature must be implemented for anything over 30 sec) Video bitrate: 2500 kbps Max Audio bitrate: 96 kbps/max Audio Format: MP3 Sample rate: 48000 kbps Advertising content regulations: No gambling, no alcohol, no smoking Requirements: Must Be SSL-Compliant

Desktop Video Companion Banners

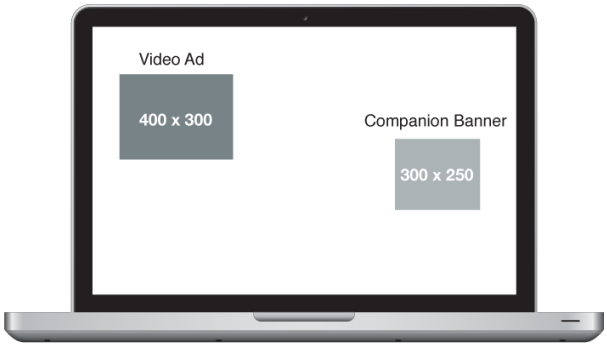
300x250	Format: GIF, JPG, PNG, FLASH, HTML5, Third Party JavaScript tags Max File Size: 200KB Animation: 15 sec max; 3X Looping; 24 fps Flash Versions: Versions 5-10 (Action Script: AS2, AS3) ***Companion banners may not be available for all placements and companion banner delivery is not guaranteed***

Mobile Video

VIDEO	
4:3 (standard) 16:9 (widescreen)	Format: Minimally compressed MOV & MP4 or WebM; VAST tag 2.0 VAST tags must contain HTML5 media assets (WebM & MP4) *** (No Flash, FLV or iframe)*** Size: 640x360 or larger Max File Size: 3MB for 15 sec, 5MB for 30 sec (minimum of 24 fps) Encoding: h.264 codec at the highest quality setting (recommended), mjpeg, mpeg4, h263, dvvideo, svq1, qtrle, rawvideo, rpza Duration: 15s & 30s. Video should be trimmed to length and do not include slates, leaders, or countdowns Video bitrate: 512 kbps Max Audio bitrate: 96 kbps/max Audio: MP3 Sample rate: 48000 kbps Advertising content regulations: No gambling, no alcohol, no smoking Requirements: Must Be SSL-Compliant No VPAID tags: Use MRAID 2.0 for interactivity with mobile video ads Some Exchanges require InApp Video Inventory to be Skippable to serve (we recommend sending two versions of the Vast tag, One with a skip function and one without)

Desktop Video Examples

400 x 300 video ad with companion banner 300 x 250

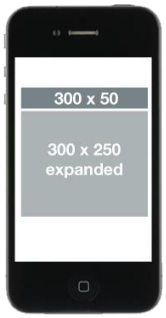


Mobile Video Examples

Mobile Click to Video - Smartphone

320 x 50
(expansion 300 x 250)

300 x 50
(expansion 300 x 250)



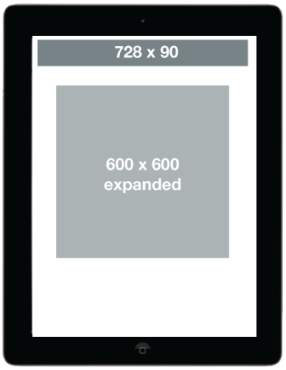
300 x 250

320 x 480
(expansion 480 x 320)

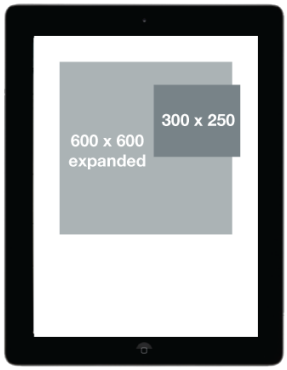
480 x 80

Mobile Click to Video - Tablet

728 x 90
(expansion 600 x 600)



300 x 250
(expansion 600 x 600)



Video Ad Definitions

Initial file load: Includes all assets and files necessary for completing first visual display of the Ad.
Subsequent subload: where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to "listen" for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded
Max number of host-initiated file requests: Ad should not exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.
User-initiated file size: Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad, and/or rolling over an ad (or a portion of an ad)

Video Notes

Required for ads with video: Video may omit controls until user initiates interaction. Upon user interaction, video controls must include Play, Pause, Mute or volume control to zero (0) output for videos that expand out of initial ad upon interaction. For auto play videos that play in banner only Mute or volume control to zero(0) is required.

HTML5 video controls: To improve performance and reduce file size, use control attributes in the HTML5 video tag for controls instead of providing custom assets for displaying controls

Adaptive bitrate streaming: HTML5 does not support streaming video, but it can simulate a streaming experience using adaptive bitrate streaming technologies such as HLS and MPEG-DASH. Formatting files for adaptive bitrate streaming enables a smoother viewer experience. Adaptive bitrate streaming uses short fragments (2-3 seconds) of the video at different quality levels and stores them in a playlist file such as M3U8. During playback, the player detects bandwidth at the start of each fragment and plays the fragment at the quality level best suited to the bandwidth and player environment. Common protocols for adaptive bitrate streaming include HTTP Live Streaming (HLS) in the US and MPEG-DASH in the EU.

Video codec: Use MPEG-4 (MP4) file formats for H.264-encoded video for a more seamless delivery across devices. The H.264 codec should use a Baseline profile to allow for more diverse execution in systems that range from a cellular connection on a mobile screen to a high-speed cable connection on an HTTP-connect TV screen. For audio, AAC is more widely supported (PCM audio is unsupported in Flash players).

Video format: At a minimum, the MP4/H.264 file format should be provided, but alternate files using formats such as WebM and VP8 may also be submitted.

Additional Video Guidelines

- Ads cannot mislead the user. For example, they should not mimic or resemble Windows/Mac/Unix dialogue boxes, error messages, etc.
- Ads must have a distinct border or a highly contrasting background
- Ads cannot contain graphics that simulate interactivity (i.e. dropdown menus, search boxes, etc.) without that functionality actually existing
- Ads cannot mimic news headlines in design, tone, third person sentence structure, topic, etc.

Submission Guidelines

- Elements not meeting specifications will be returned for revision, which may delay in the launch date.
- Third Party tags must be live at the time of submission to enable thorough testing before launch.
- For Flash companion ads, an alternate backup image conforming to the designated GIF/JPG specifications must be provided.
- You must include a click-through URL when submitting your ad. When submitting video please include impression tracking and duration tracking pixels.
- Sample Click-Through URL: https://ad.doubleclick.net/clk;226141309;50028542;t
- Sample Impression/Start Pixel: https://ad.doubleclick.net/ad/N3867.NAMEOFBUYER/B4566515.13;sz=1x1;ord=##TIMESTAMP##?