## DIGITAL ADVERTISING GUIDELINES



## **VIDEO**

## **OUTSTREAM IN-READ**

## A VIDEO FILE IS ALL WE NEED:

- ✓ Resolution:max 1920\*1080 -min 640\*360
- ✓ Maximum file size: 200MB
- ✓ Video formats: mov, flv, mpeg4, avi, etc.
- ✓ Length: 30 sec max (additional technical fee for ads> 30 sec)
- ✓ Aspect ratio: 16:9 (4:3 not supported)
- ✓ Codec: any Video Codecs format, excepted: ProRes 4444, HDV 720p60, Co2 Meeting 3 & 4, ER AAC LD, REDCODE
- ✓ Sound: on
- ✓ URL redirection (click command)

Or

VAST redirect. Maximum creative size hosted by agency: 5MB

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