

# Video

## Site served creatives

- Minimum video size: 480x360
- Maximum video size: 1920x1080
- Video format/codec: MP4/H.264 (preferred), MOV, WEBM
- Audio Bitrate: 96 kbps minimum
- Audio format/codec: MP3, MP4, AAC supported
- Maximum file size: 512 Mb
- Ratio: 4:3 or 16:9 (preferred)
- Frame rate: 29.97 fps (preferred)
- Length: up to 30 seconds (longer duration subject to approval)
- Video should be trimmed to length. Do not include slates, leaders or countdowns .

## 3rd party served creatives

- Video format/codec: MP4/H.264 (required), others must be present
- VAST supported: 2.0, 3.0
- Suggested Rendition Frame Sizes & Bitrates
  - HD: 1280x720 @ 3000 kbps
  - SD: 640x360 @ 750 kbps
  - Mobile HD: 1024x576 @ 1500 kbps
  - Mobile SD: 320x180 @ 450 kbps
- Ratio: 16:9 (preferred)
- Frame rate: 29.97 fps (preferred)
- Audio Bitrate: 96 kbps minimum
- Audio format/codec: MP3, MP4, AAC supported
- Length: up to 30 seconds (longer duration subject to approval)

## Guidelines for all 3rd party served creatives

- All VAST provided creatives must be delivered via certified 3rd party ad servers as detailed [here](#).
- All ad tags must be secure (https), as well as any tracking pixels contained on the XML.
- All ads must open to a new window when clicked.
- VAST tags must not have browser, geo or any other targeting on the 3rd Party side.
- VAST inline ad responses are expected to provide only one (1) ad per VAST ad call. Tags may rotate upon refresh but may not provide more than one ad element within the XML document.
- VAST wrappers are limited to 3 creatives on the playlist. Wrappers with more than 3 will not be accepted.
- No VPAID allowed, only VAST creatives will be accepted.

## Best practices for all video orders [↔](#)

- Consider that CPM is priced on impression delivered, CPV and CPCV are priced based on the completion of a viewing threshold (an ad viewed up to a 25%, 50%, 75% or 100%).
- CPV or CPCV are not valid selling models as recognized by our ad server. Since the only recognized model to sell ads is CPM, we need to calculate or estimate how many extra impressions we need to deliver in order to get to the requested goal.
- When delivering a video to be site served we **strongly** suggest to be an .mp4 file for better performance and user experience.
- If the video needs to be edited to remove slates or countdowns, add 1 business day to the total processing time.