

# Youtube



## Non-skippable video ads

- Sold as CPM only.
- Served as pre and mid-roll.
- 15 seconds maximum ad duration.
- Can be served with 300x60 companion banner (delivery is not guaranteed).



## Skippable video ads

- Sold as CPM only.
- Served as pre and mid-roll.
- Up to 6 minutes maximum ad duration.
- Skip button will be visible after the first 5 seconds.
- Can be served with 300x60 companion banner (delivery is not guaranteed).



## Bumper video ads

- Sold as CPM only.
- Served exclusively as pre-roll.
- 6 seconds maximum ad duration.
- Can be served with 300x60 companion banner (delivery is not guaranteed).



## In-Video Overlay Ads

- Creative must be exactly 480x70.
- Sold as CPM and can only be served as part of an sponsorship.
- Displays over the lower third part of the video.
- Can be served with 300x250 companion banner (delivery is not guaranteed).
- Creatives must be site served and only static JPG, PNG or GIF are allowed.

## YouTube Sponsorships - 100% Share of Voice

- Priced as CPM using the Roadblock rate.
- Guarantees 100% Share of Voice (SOV) takeover of Partner channel or video.
- No other advertiser can run on the channel/video while a 100% SOV sponsorship is in place. If multiple advertisers are targeted to a single sponsorship no even split can be guaranteed across running advertisers.
- The only way to trump all other reservation and auction ads from appearing on a channel/video.
- All creative types can be used: Skippable Video, Non-Skippable Video, In-Video.
- Can run only on Desktop and/or Mobile. All other platforms are excluded.