

Pre, Mid, and Post-Roll Creative Specifications

Element	Recommended Specifications
Ad length	Max. :15 sec. recommended; max. :30 sec. accepted*
Frame rate	30 fps recommended; 29.97 and 24 fps accepted*
File format	.MOV or .FLV
Data rate (for FLV only)	< 400kbps
Aspect ratio	4:3 or 16:9
Minimum video size	640x480 or 1280x720
Codec (for FLV only)	On2/VP6
De-interlaced	Required
Landing page URL	Required

**) If recommended specifications are not met, Adconion cannot guarantee that all video ads will be delivered as proposed, due to restrictions of certain publishers in the Adconion Video Network.*

Companion Ad Creative Specifications (Optional)

Element	Specifications
Ad size	300x250 recommended; 728x90, 234x60, 160x600 accepted*
File format	.JPG
File size	Max. 30K
Landing page URL	Required

**) If recommended specifications are not met, Adconion cannot guarantee that all video ads will be delivered as proposed, due to restrictions of certain publishers in the Adconion Video Network.*

Tracking

If you would like to track impressions of the video ad, please provide a pixel URL. To track companion banner ads, Atlas or DoubleClick tags are supported (you will need to rely on their reporting systems for performance data and insight).

Description:

Pre-roll video advertising allows advertisers to reach a targeted audience in the same way that TV commercials reach the masses. This type of "linear, in-stream" video advertising format guarantees that when your ad runs, it is the only content that is being shown before the video streaming experience begins.