

Videostitial Creative Specifications

Element	Specifications
Ad length	30 sec. max.
Frame rate	25 fps
File format	FLV
Encoding	600 kbps
Video size	For a fullscreen videostitial: 1024x576 (aspect ratio 16:9) or 800x600 (4:3)
	For a framed videostitial: 800x450 (16:9) or 640x480 (4:3)

Required URLs:

In addition to the creative you must provide the following URLs:

- **Click URL:** URL of the website where the visitor should be directed when clicking the video
- **Tracking URL:** URL which is requested when the video is played (needed for view tracking)

Description:

A videostitial is an advertising video that appears at the beginning of a visit. It “fills” the screen and has a maximum running time of 30 seconds. After the video is played the website underneath is revealed. The viewer of the advertisement can click on the video to open the landing page of the advertiser in another window or tab. The other option is to close the video before it is over.