

### 300x250 Expandable Auto-stream Deliverables:

- 1 (one) video file (.MOV or .FLV), see Video Specifications below for details
- 1 (one) 300x250 JPG to display after the :30 second muted (auto-streamed) video
- 1 (one) 142x300 JPG to display to the left of the video (once expanded)
- 1 (one) landing page URL (for click-through on image in expanded area)
- Logo, optional (to display with the auto-stream video). Please provide the original logo file, either a vector EPS or a layered Photoshop file (PSD).

### Video Specifications

Element	Recommended Specifications
Ad length	< :60 seconds
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
De-interlaced	Required
Codec (for FLV only)	On2/VP6
Audio	< 128 kbps

*\*) A 16:9 ratio video will display with black bars on top and bottom of the muted (auto-streamed) video*

### Description:

The muted video will start streaming automatically when the creative loads. It will stream up to :30 seconds of the video, or until the user moves the mouse over it, which ever comes first. At the end of the :30 seconds, an image will display.

Moving the mouse over the muted video, or the image at the end, will expand the creative and start playing the full video with sound, from the beginning. While the video is playing, the user can click on it to be taken to the landing page URL. When the video is done playing, it will display the last frame of the video (it is recommended that the last frame of the video is a logo). A 142x300 image is displayed to the left of the video once it has been expanded. A click on the image takes the user to the landing page URL.