

## 728x90 Expandable Auto-stream Video Ad Specifications with 16:9 Video

### Deliverables:

- 1 (one) video file (.MOV or .FLV), see Video Specifications below for details
- 1 (one) 478x90 JPG to display next to the :30 second muted (auto-streamed) video in the non-expanded creative
- 1 (one) 258x300 JPG to display to the left of the video (once expanded)
- 1 (one) landing page URL (for click-through on image in expanded area)

### 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	16:9
Minimum video size	470x264
De-interlaced	Required
Codec (for FLV only)	On2/VP6
Audio	< 128 kbps

*Please note that the video will be resized and cropped to 250x90 pixels for the muted auto-stream that plays in the non-expanded creative.*

### 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 anywhere over the non-expanded 728x90, 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). An image is displayed to the left of the video in the expanded creative. A click on the image takes the user to the landing page URL.