

Deliverables:

- 1 (one) video file (.MOV or .FLV), see Video Specifications below for details
- 1 (one) 300x250 JPG
- 1 (one) landing page URL

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*
Video width	300 pixels
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 video*

The video should not start or end on a black frame.

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 clicks on it, whichever comes first. At the end of the :30 seconds, an image will display.

Clicking on the muted video or the image at the end will 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 has finished playing, it will display the last frame of the video (it is recommended that the last frame of the video is a logo).