

**Deliverables:**

- 1 (one) video file (.MOV or .FLV), see Video Specifications below for details
- 1 (one) 300x214 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:**

Click-to-Play ads provide more control to the user, requiring their interaction to start the video. This type of "in-banner" video only starts - with sound - when the user clicks on the banner, making it therefore necessary to show a compelling display image enticing the user to start the video. 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).