

Overlay Creative Specifications

Element	Recommended Specifications
File format	JPG, PNG, SWF
Ad length	5-15 sec.
Ad size	300x50 or 450x50
Landing page URL	Required

Description:

Overlay (sometimes also called in-video) ads allow advertisers to display their offers without greatly disturbing or interrupting the video watching experience. This type of "non-linear, in-stream" video advertising format provides more control to the user, making them ideal for short-form video content where pre, mid, or post-roll ads may not be the most suitable video ad format.