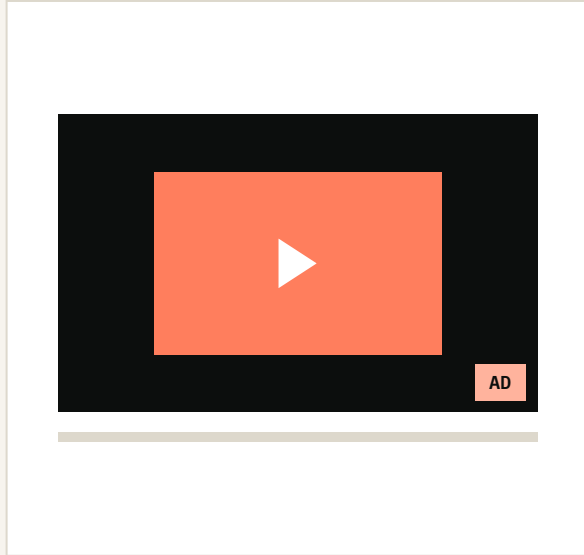


Online video starts with the right master.

Pre-roll video and optional tag-along banner requirements.



PRE-ROLL VIDEO

CODEC	MP4 or WEBM
DIMENSIONS	1920 x 1080 recommended; 1280 x 720 accepted; 960 x 540 mobile
ASPECT RATIO	16:9 preferred
FRAME RATE	30 fps or 29.97 fps
BITRATE	1.5 Mbps (1,500 Kbps) minimum
AUDIO	128 Kbps minimum
MAX FILE SIZE	300 MB
DURATION	30 or 15 seconds. No slates, leaders or countdowns.

OPTIONAL TAG-ALONG BANNER

FILE FORMAT	JPG, PNG, GIF, SWF or third-party hosted tag
DIMENSIONS	300 x 250 or 300 x 600
FRAME RATE	4 fps maximum for animated GIF
ANIMATION	Up to 15 seconds
INITIAL LOAD	40 KB maximum

Legacy format and third-party tag support varies by publisher. Confirm before final production.

Publisher and inventory requirements may vary. Final creative must pass placement-specific QA.