

Click-to-Watch.

CREATIVE SPECS & TECHNICAL REQUIREMENTS

Thumbnail

- 400 x 260 minimum
- 800 x 520 recommended
- 2.5 MB maximum
- PNG or JPEG

Headline: 40 characters or less is ideal, 60 maximum

Source name : 25 characters max but shorter is better

Video length

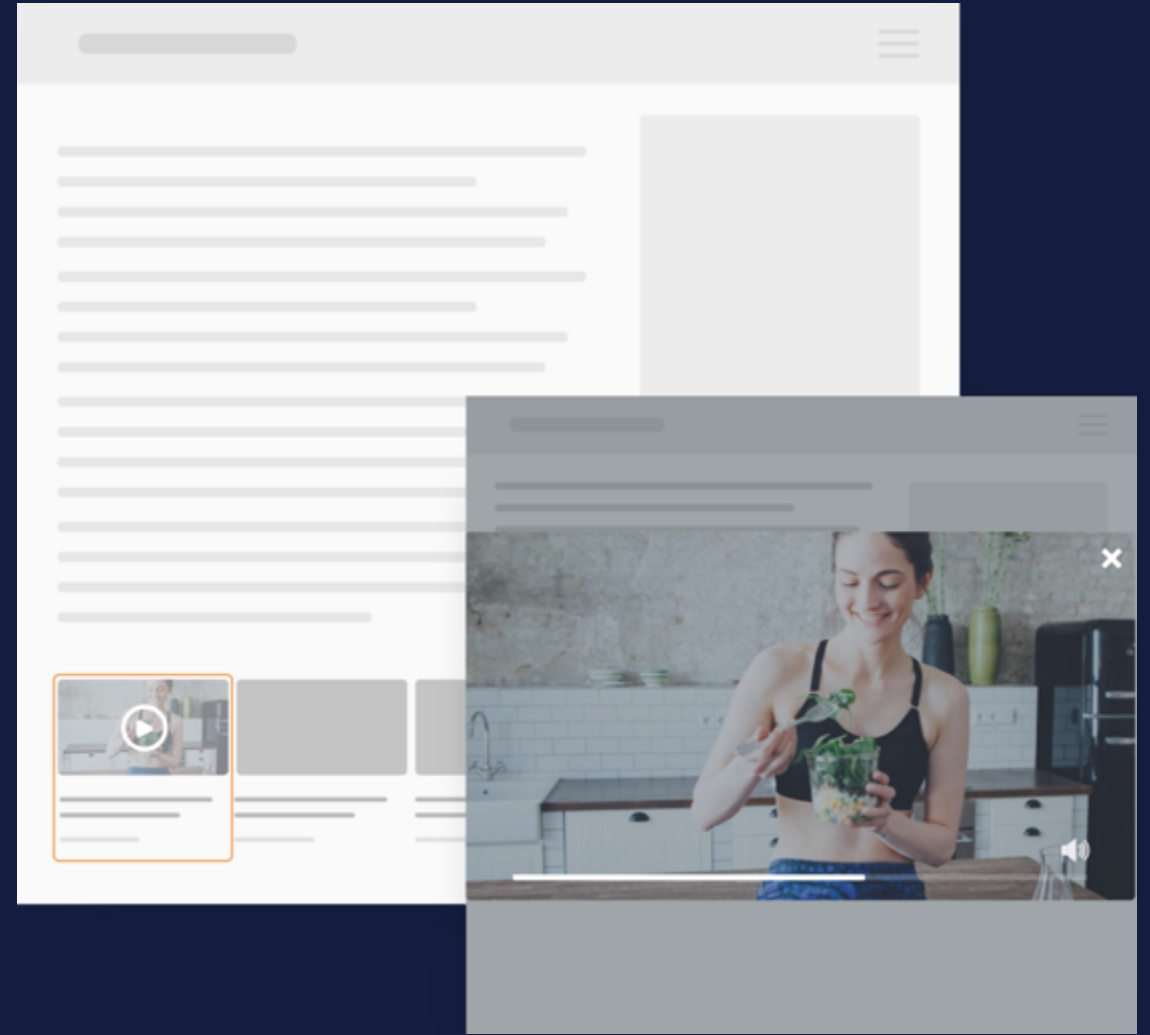
- Minimum video length: 6s
- Maximum video length: 600s
- Recommended video length: 30-120s

Video format

- MP4, MOV / VAST, VPAID
- FPS: 24
- 600 MB maximum, 100MB recommended
- 16:9 aspect ratio
- Recommended bit rate above 1000 Kbps

CTA button (optional)

- PNG, JPEG
- 550x120 recommended but flexible



Click-to-Watch – Branded Layer.

CREATIVE SPECS & TECHNICAL REQUIREMENTS

Background image

- 16:9 aspect ratio
- 1920 x 1080 minimum
- 1 MB maximum

!! Send an image w/o any additional elements (CTA or logo). Avoid a background image with important elements at the center.

Video player size is responsive and might cover it.

Logo (optional)

- 800 x 600 maximum
- 400 KB maximum

!! Needs to be sent as a separate file

CTA button (optional)

- URL required
- 800 x 600 maximum
- 400 KB maximum
- 300 x 110 recommended, but not required

!! Needs to be sent as a separate file

