

FIRST-PARTY HOSTED VIDEO SPECIFICATIONS

Supported First-Party Video Creative

FILE TYPES MP4 / FLV / WEBM / MOV / MPG / MPEG

FILE SIZE 200MB (Recommended Max)

AD FORMATS	ASPECT RATIO	RECOMMENDED SIZE	MINIMUM SIZE	Length of Video
	16:9 (Recommended)	1920x1080	640x360	:15
	4:3	640x480	480x360	:30

BITRATE \geq 2500KBPS (Lower quality supported, but not advised due to limited demand)

THIRD-PARTY HOSTED VIDEO SPECS

Supported Video Creative:

- ✓ VAST 2.0
- ✓ VAST 2.0 with VPAID 1.0 Flash
- ✓ VAST 2.0 with VPAID 2.0 JS

Not Supported Video Creative:

- ✗ VAST 3.0

CREATIVE LIMITS 10 creative files max

LIVE WITHIN 3 BUSINESS DAYS

from complete submission of all campaign materials & when retargeting pixel has been correctly placed on the client's site

REPORTING 5 BUSINESS DAYS

Available in Keymetric after going live