

Creative Spec InStream and InGame Video Ads

InStream and InGame Video Ad	
Description	InStream video ads closely resemble TV advertisements. They may appear in pre-, mid- or post-roll positions. InGame ads appear before online casual games, or between advancements to the next levels of game play.
Duration	15 seconds or shorter. 30 second spots available with approval.
Audio	Permitted.
Format	For best quality, submit uncompressed or lossless digital files: QuickTime or .AVI. Additional acceptable formats include .asf, .dv, .flv, .mpg, mp4, .mov, .wmv, 3gp, .3gp2 No slate, no black at head or tail, no dissolves. The file must be the exact duration of the spot.
Aspect Ratio	4:3
Frame Size	Either 720x540, 640x480 or 480x360
Frame Rate	24 or greater frames per second
Click-thru URL	Video Ad may be clickable, please supply a click-thru URL.
Third Party Tags	Third party tracking tags are accepted from Atlas, DoubleClick and most other providers.

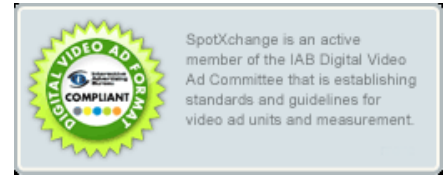


InStream and InGame Banner Adjacency

Description	Most streaming video opportunities are accompanied by a synchronized display banner in one of 17 IAB standard sizes.
Sizes	Recommended sizes include: 300x250, 468x60, 728x90, 160x600, 88x31.
Audio	Not permitted.
Animation	Permitted. Unlimited looping.
Format	.gif, animated .gif, jpg, jpeg, swf, jpe, png
Max File Size	gif/jpeg=40K; swf=50K
Rich Media	Floating and expandable units not permitted.
Click-thru URL	Banner Adjacency is clickable, please supply a click-thru URL.
Third Party Tags	Third party tags are accepted from Atlas, DoubleClick and most other providers. A single redirect to the creative asset must be provided for 3 rd party serving. Any other creative tags (Javascript, HTML, Iframe/Ilayer) are not permitted.
Special note on SWF Banners	SWF Flash banners must be coded properly for correct click and impression tracking. They must contain the clickTAG variable. Refer to <i>Building Macromedia Flash Banners with Tracking Capabilities</i> at http://www.adobe.com/resources/richmedia/tracking/designers_guide/ and <i>Tracking Macromedia Flash Movies</i> at http://www.adobe.com/resources/richmedia/tracking/adserving_guide/

V. 08.11.09





Creative Spec Overlay Ads

Overlay SWF	
Description	Overlay is an ad unit that displays an overlay banner across the lower 20% of a video player while content plays. Clicking on the banner either triggers your video commercial to play, or directs the user directly to your landing page.
Sizes	Visible dimensions may not exceed 300 pixels wide by 50 pixels high.
Audio	Not permitted.
Animation	Permitted. Unlimited looping.
Format	swf
Max File Size	50K
Rich Media	Floating and expandable units not permitted.
Click-thru URL	Optional. If the optional InnerStream Video Ad is not used, supply a click-thru URL to your landing page.
Close Button	Required.
Third Party Tags	Third party tracking tags are accepted from Atlas, DoubleClick and most other providers.
Coding Requirements	<p>The Overlay SWF must give the video player SWF access to itself and provide these functions for controlling it:</p> <ul style="list-style-type: none"> • <code>init(position:String, minX:Number, maxX:Number, minY:Number, maxY:Number, connection_name:String)</code> <ul style="list-style-type: none"> ◦ <code>position</code>: Either 'top' or 'bottom'. ◦ <code>min/max</code> values: These values specify the minimum and maximum coordinates that define the video playback area. ◦ <code>connection_name</code>: The local connection name to communicate back to the video player SWF. • <code>show()</code> • <code>hide()</code> <p>Examples here: http://www.spotxchange.com/docs/ads/innerstream/invitation_creation.html</p>



Video Ad (Optional)	
Description	Clicking the Overlay Banner can optionally trigger your video ad to play.
Duration	Unlimited.
Audio	Permitted.
Format	For best quality, submit uncompressed or lossless digital files: QuickTime or .AVI. Additional acceptable formats include .asf, .dv, .flv, .mpg, mp4, .mov, .wmv, 3gp, .3gp2 No slate, no black at head or tail, no dissolves. The file must be the exact duration of the spot.
Aspect Ratio	4:3
Frame Size	Either 720x540, 640x480 or 480x360
Click-thru URL	Video Ad is clickable, please supply a click-thru URL.
Third Party Tags	Third party tracking tags are accepted from Atlas, DoubleClick and most other providers.

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Creative Spec In-Banner Video Ads

In-Banner Video Ad	
Description	In-Banner ads are rich-media banners that can be placed in any HTML page to display a video ad. When the page loads, the video ad begins playing with muted volume. If the user clicks to interact with the ad, the video rewinds and starts playing from the beginning with sound. The user may also click thru the ad to get to the advertiser's landing page.
Duration	Unlimited
Audio	User initiated
Format	For best quality, submit uncompressed or lossless digital files: QuickTime or .AVI. Additional acceptable formats include .asf, .dv, .flv, .mpg, mp4, .mov, .wmv, 3gp, .3gp2 No slate, no black at head or tail, no dissolves. The file must be the exact duration of the spot.
Aspect Ratio	4:3
Frame Size	Either 720x540, 640x480 or 480x360
Frame Rate	24 or greater frames per second
Click-thru URL	In-Banner Video Ad may be clickable, please supply a click-thru URL.
Third Party Tags	Third party tracking tags are accepted from Atlas, DoubleClick and most other providers.

V. 09.21.09

