



Technical Specification for Advertising Assets

InStream Video Advert Specifications



Maximum length: 30 seconds or less for short form

Video Format: H.264, MPEG-2 or MPEG-4 preferred

Aspect Ratio: Native aspect ratio without letterboxing (examples: 4:3, 16:9)

Resolution: 640 x 360 (16:9) preferred or 480 x 360 (4:3)

Audio Format: MP3 or AAC preferred

Frames per second: 30

Maximum file size: 1 GB

Companion Banner Specifications



Pixel Size: 300 x 60

File Type: SWF (with backup GIF/JPG), Rich Media, JPG, or Static GIF

Size: 50 Kb

Frame Rate: Up to 24

Animation: 30 secs

Audio: No sound

Effects: Effects must be user-initiated.

Flash Versions: Flash 7, 8, or 9 (AS2 Only)

NB: If companion banner background is white then a border in another colour must be added

Tags and URLs Accepted

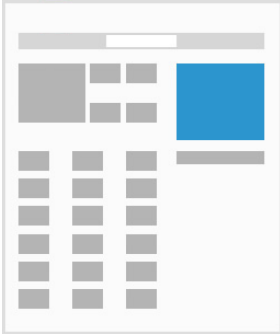
- Click-through URL (re-directs user to webpage when clicking on adverts often via tracking system)
- 1x1 pixel tracker (to record number of impressions)

Delivery

Please discuss video delivery with your account manager. We can supply FTP details if required.

Companion banners and tags should be supplied by email.

MPU Advert Specifications



Ad dimensions: 300 x 250 pixels

Formats accepted: GIF/JPG OR SWF, with backup GIF/JPG

Flash versions accepted: 7, 8 or 9

Maximum Flash frame rate: 24 FPS

Maximum file size: 50 KB

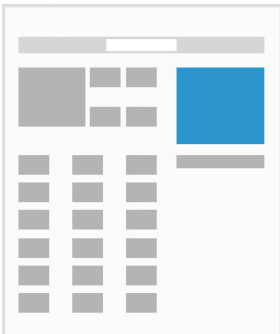
Maximum animation: 30 seconds (no looping after 30 seconds)

NB: If the background of the ad unit is white then it must have a border

Tags and URLs Accepted

- Click-through URL (re-directs user to webpage when clicking on adverts often via tracking system)
- 1x1 pixel tracker (to record number of impressions)

Rich Media MPU Advert Specifications



Ad dimensions: 300 x 250 pixels

Maximum frame rate: up to 24 FPS

Maximum initial load size: 50 KB

Maximum subsequent load size: 2.2 MB

Maximum autoplay animation: 30 seconds

Audio: No audio on initial load; must be initiated by click.

User initiated video: Up to 10 minutes. Must include progress bar, play/pause/ stop buttons and mute/ unmute. All sound and animation should stop on exit click.

Actions on click: All sound and animation should stop upon exit click.

NB: If the background of the ad unit is white then it must have a border.

Ad must stay within iFrame

Approved Vendors

Rich media ads can only be accepted if they use one of the following approved vendors:

Adform, AdMotion, Adrime, Bluestreak, DoubleClick, eBay, EyeBlaster, EyeReturn, EyeWonder, FlashTalking, Google Gadgets, Interpolls, PointRoll, Tumri, Unicast, United Virtualities

Tags and URLs Accepted

- Click-through URL (re-directs user to webpage when clicking on adverts often via tracking system)
- 1x1 pixel tracker (to record number of impressions)

In-Video Advertisement Specifications (Overlay)



Dimensions accepted: 480 x 70 pixels

Formats accepted: FLA in CS3 only + SWF (must send both)

Flash versions accepted: 8 or 9 (AS2 only)

Frames per second: Exactly 25

Maximum size: 100 KB

Audio: no sound

Scaling: creative must scale

Fixed origin: origin is top left

Maximum animation time: 10 seconds

Minor elements: text/animations, may appear up to 70 px & be opaque

Major elements: backgrounds, limited to bottom 55 px, max 80% alpha

No roll-over animation/buttons are allowed. If included, roll-over will not function.

Functions required:

Start mechanism (ad should not autoplay on load):

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startAd();
```

Stop mechanism (force close):

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endAd();
```

Tags and URLs Accepted

- Tracking pixel for the overlay impression.
- Pixel for tracking the click-to-play event.

Submission of creative assets

All assets including video creatives and tracking tags should be received by Base79 no later than four working days prior to the campaign start date.