

## Branded Syndication

**Description:**

Syndication of client created video content through our partner distribution network. Video content can be long form, pre-roll video is optional. Best uses: client supplied branded, long form videos

**Mock:**


**Spec Classification:** In-Stream/Video

**Spec Placement:** Other

**File Type:** .flv, .mov preferred - all video formats accepted

**Backup Image Submission Guidelines:** Tag must always deliver either a primary experience or acceptable backup for instances when the user's browser does not support creative functionality (e.g. Flash, HTML5, JavaScript).

**Z-Index Guidelines:** [Click here for z-index range](#)

**Third Party Tracking:** Yes - Optional can be applied to video ad (Clicks, Impression Start, First Quartile, Mid Quartile, Third Quartile, Completion) or video content (Clicks, Impression Start)

**Submission Guidelines:**

- Video submission form required (1 per video)
- 8 business days Timeline dependent upon receipt of all assets

**Key Creative Guidelines:**

- Brand Logo optional (File types: vector .ai, .eps, .pdf)
- Pre-Roll/Overlay optional - can be set to run exclusively or disabled from branded content
- No companion banner (unless pre-roll is used, but 1:1 ratio between pre-roll and companion banner is not guaranteed)
- Official Site URL optional - video is clickable