

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