

Linear Branded Skip

Description:

The Branded Skip Incentive unit offers a unique and well balanced ad experience for both advertisers and consumers. Consumers are presented with the option to continue watching or skipping the advertisers video, while offering advertisers a branded opportunity to effectively engage and deliver their message. Several options are available such as having a clickable branded overlay that can skip the video ad after 5-10 seconds, or an interactive incentive that requires consumers to engage with the brand in a fun and unique way in return for being able to skip the ad. Incentives can support a wide array of features from simple polls to solicit user feedback on your brand, to simple branded games such as interactive puzzles, memory games and more.

Available On:

- AOL ON (O&O Properties)
- AOL ON (Partner Publishers)
- ONE by AOL: Video Partner Publisher Inventory

Demo:

[Click here to view demo](#)

Spec Classification:

In-Stream/Video

Spec Placement:

Other

File Type:

This format is compliant with IAB VAST / VPAID standards.

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](#)

Expanded Ad Dimensions:

960x540

Video File Type:

Preferably highest quality video (16:9 ratio and 1080p) File Formats: MP4, MOV, or raw AVI format Note: FLV and other compressed video formats are accepted, but conversion process may result in quality degradation

Max Video File Weight: 2.5 MB

Third Party Serving: ONE by AOL: Creative

Third Party Tracking: Accepted (Impressions & Clicks)

Submission Guidelines:

Please provide the following sets of general assets.

- High-resolution Brand Logos & Imagery (Layered PSD, JPG, GIF, PNG, EPS, AI)
- High-resolution Video assets (.MP4, .MOV, or raw .AVI)
- If applicable, source .FLA and compiled .SWF
- All supporting fonts (TTF or OTF)
- All supporting copy including specific calls-to-action
- All supporting Click-thru URLs for landing pages, social media brand pages, or any destination links

Production Build:

- 7-10 business days w/ client approved assets

Mocks + Production Build:

- 15 business days