

AOL Pre-Roll

Description:

Short form online advertising targeted to relevant content channels and/or audience groups. The companion banner provides extra brand promotion.

Placement: Pre-roll video plays prior to video content, companion banner is along right side of player.

Pre-Roll Best Uses: converted TV spots or short form advertising on the web targeted to relevant content channels, desired audience groups, etc.

Companion Banner Best Uses: branding extension with pre-roll video (300x250 and 300x60)

Spec Classification:

In-Stream/Video

Spec Placement:

Other

File Type:**1st Party Served Pre-Roll:**

- Video Format: MP4/H.264
- Dimensions: 1280 x 720 min.
- Aspect Ratio: 16:9
- Video Bitrate: 1500 kbps min.
- Audio Bitrate: 128 kbps min.
- Frame Rate: 29.97fps (NTSC) or 30.00 fps (Pal)
- Video Codec: H264
- Audio Codec: AAC/MP3/MP4
- Field Order: None, progressive scan only
- Max File Size: 75 MB
- Sample Rate: 44.1 kHz
- Bus Mode: Stereo

3rd Party Served VAST:

- VAST Versions: 2.0 and 3.0
- Video Format: MP4/H.264
- Desktop Dimensions: 1280x720 @ 1500kbps or 640x360 @ 600kbps
- Mobile Dimensions: 1024x576@1500kbps or 320x180@450kbps
- Aspect Ratio: 16:9
- Audio Bitrate: 128 kbps minimum
- Frame Rate: 29.97fps (NTSC) or 30.00 fps (Pal)
- Audio Codec: AAC/MP3/MP4
- Field Order: None, progressive scan only

- Max Wrappers: 5
- **NOTE:** Must NOT have browser, geo or any other targeting on the third party side
- **NOTE:** Companion must be wrapped within 3rd party VAST tags to serve

Companion Banner - Dimensions: 300x250 or 300x60; Accepted File Formats: .jpg, .gif, .swf, iFrame

Only 1x1 pixels are accepted.

Max Animation Time: :15 seconds/3 loops

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](#)

Max Video File Weight: 2 GB

Third Party Serving:

- VAST 3.0
- VPAID 2.0
- VAST Payloads Supported: Inline Ad. Wrapper Ad (5 chained wrappers max)

Third Party Tracking: Yes -Optional (Clicks, Impression Start, First Quartile, Mid Quartile, Third Quartile, Completion)

Submission Guidelines: 5 business days

Key Creative Guidelines:

- 3 creative rotations max per placement
- 1:1 ratio between pre-roll ad and companion banner is not guaranteed
- Recommended Video Aspect Ratio: 16:9
- Please provide high-resolution brand logos, artwork, flash animation, etc.
- Provide all fonts (TTF or OTF)
- Clarify specific calls-to-action
- Provide click-thru URLs (landing pages, social media destination)
- If the unit is designed outside of Innovid, please provide a layered PSD file with clearly named layer comps. Most creative agencies are familiar with this process.

- OBA is not hardcoded to the page