

Millennial Media Pre-Roll Video [3rd Party]



Description:	Similar to standard television commercials, these video ads play linearly prior to the consumer being able to access desired content, often other video content, resulting in high completion rates.		
Spec Classification:	In-Stream/Video Mobile		
Spec Placement:	Millennial Media		
Width:	320		
Height:	568		
File Type:	Format: MP4 Encoding: H.264 encoding		
Video File Type:	Must be MP4 video file type		
Video Aspect Ratio:	16:9		
Max Video File Weight:	5MB		
Video Time Restrictions/Length:	:15 seconds to :30 seconds		
Video Frames per Second:	30fps preferred		
Third Party Serving:	VAST 2.0 + 3.0 VPAID 2.0		
Key Creative Guidelines:	<table border="1"><tr><td>Assets</td><td>Specifications</td></tr></table>	Assets	Specifications
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VAST Tag Version	2.0 + 3.0
VPAID Tag Version	2.0
Length	:15s to :30s
Format	MP4 video file type
Video File Size	5 MB max
Encoding	H.264
Bitrate	1200 kbit/s max
Ratio	16:9 preferred
Frame Rate	30fps preferred
Companion Banner	N/A (not supported)

Metrics

- Video Impressions
- Video Quartiles (25%, 50%, 75%, 100%)
- Multiple tracking pixels supported

Supported Countries: BR
CA
IT
UK
US

Additional docs:  [3rdPartyServed-PreRollVideo-en.pdf](#)
 [3rdPartyServed-FULL-pt_MM_Portuguese.PDF](#)