

**Millennial Media Video Accent: Rich Media End Card [Site Served]**

<b>Description:</b>	Video Plus includes a full screen video that plays instantly. A SKIP button to skip the video to reveal a custom rich media end card appears at the 7.5 sec mark. The video automatically resolves to the same rich media end card with custom CTAs if seen through to completion.
<b>Spec Classification:</b>	In-Stream/Video Mobile Rich Media Tablet
<b>Spec Placement:</b>	Millennial Media
<b>Width:</b>	320
<b>Height:</b>	100
<b>File Type:</b>	Layered PSDs for end card
<b>Total File Size:</b>	600 KB
<b>Max Initial Load File Size:</b>	50 KB
<b>Video File Type:</b>	Format: MP4 or MOV Encoding: H.264 encoding
<b>Max Video File Weight:</b>	5 MB
<b>Third Party Serving:</b>	Site served only
<b>Third Party Tracking:</b>	Accepted
<b>Key Creative Guidelines:</b>	<b>Raw Assets Delivery</b>

### **File Format**

Layered PSDs for end card

### **Video**

- Aspect Ratio:
  - Standard 16:9 (preferred) or 3:2
- Bit Rate: 5MB
- Frame Rate: 30fps preferred
- Audio: AAC VAST tags accepted for units without end card.

### **Availability**

- Smartphone: iPhone, Android
- Tablet: iPad, Android Tablet

### **Placement**

In-app only

### **Safe Content Area**

To consider button placements and varying screen sizes, constrain all necessary information into the provided safe content area when designing the end card. The space outside of the safe content area should act as a bleed that may be cropped into according to screen size.

### **Metrics**

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

Video Plus units are site served only

### **Supported Countries:**

BR  
CA  
IT  
UK  
US

### **Additional docs:**



[SiteServed-VideoAccent-richmedia-en.pdf](#)



[SiteServed-FULL-pt\\_MM\\_Portuguese.PDF](#)