

Millennial Media Video Plus: Static End Card [Site Served]

Description:	Video Plus includes a full screen video that plays instantly. A SKIP button to skip the video to reveal a static end card appears at the 7.5 sec mark. The video automatically resolves to the same static end card with optional buttons if seen through to completion.
Spec Classification:	In-Stream/Video Mobile
Spec Placement:	Millennial Media
Width:	800
Height:	1 200
File Type:	Layered PSDs for end card
Total File Size:	300KB
Video Aspect Ratio:	Standard 16:9 (preferred) or 3:2; Vertical 9:16
Video File Type:	Format: .mp4 or .mov; Encoding: H.264 encoding
Max Video File Weight:	5MB
Video Frames per Second:	30fps preferred
Third Party Serving:	Site served only
Third Party Tracking:	Accepted
Key Creative Guidelines:	Raw Assets Delivery

[Download PSD Template](#)

Video

- Bit Rate: 5MB
- 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

Supported Countries:

BR
CA
IT
UK
US

Additional docs:



[SiteServed-VideoPlus-static-en.pdf](#)



[SiteServed-FULL-pt_MM_Portuguese.PDF](#)