

Millennial Media Video Interstitial: Video Wrapper [Site Served]

Description:	Video Wrapper is a full-screen interstitial with an embedded video player. Video is streamed automatically, and resolves to a replay prompt. Unit can include multiple buttons for user interaction and other rich media functionality. CLOSE button appears after 7.5 seconds of the experience.
Spec Classification:	In-Stream/Video Rich Media Tablet
Spec Placement:	Millennial Media
Width:	768
Height:	1 024
File Type:	Layered PSDs for each design orientation. Landscape creative is strongly recommended.
Total File Size:	1 MB
Max Initial Load File Size:	300 KB
Video File Type:	Format: MP4 or MOV Encoding: H.264 encoding
Max Video File Weight:	5 MB
Third Party Serving:	Site served only
Third Party Tracking:	Accepted
Key Creative Guidelines:	Raw Assets Delivery File Format

Layered PSDs for each design orientation
Landscape creative is strongly recommended

Video

- Aspect Ratio:
 - Standard 16:9 (preferred) or 3:2
- Bit Rate: 5MB
- Frame Rate: 30fps preferred
- Audio: AAC

Availability

- 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

- Ad impressions, clicks, rich media engagements
- Video Impressions
- Video Quartiles (25%, 50%, 75%, 100%)
- Multiple tracking pixels supported
- 3rd party tracking accepted

Video Wrapper units are site served only

Supported Countries: BR
CA
IT
UK
US

Additional docs:  [SiteServed-VideoWrapper-en.pdf](#)
 [SiteServed-FULL-pt_MM_Portuguese.PDF](#)