

Player Up

Description:

Player Up is a suite of consumer friendly ad experiences that provide an alternative to preroll and consists of 3 primary ad experiences:

1. **Bumper** - Short 3-7 second, non-disruptive preroll video that sets the stage before quickly transitioning to the publisher video content
2. **Watermark** - Consumer-friendly experience offering advertisers the opportunity to extend their brand's exposure beyond preroll by displaying an interactive overlay during playback of publisher video content. The Watermark unit can also be interactive and may expand upon click/tap to reveal a suite of interactive content while pausing the underlying publisher content. Upon closing the expanded Watermark, publisher content resumes playback
3. **Pause** - Advertisers have the option to incorporate subtle brand messaging each time the publisher video content is paused by the consumer

Platform:

ONE Creative

Spec Classification:

In-Stream/Video
Rich Media

Spec Placement:

ONE by AOL: Publishers - Video Activation Network
AOL O&O

Z-Index Guidelines:

[Click here for z-index range](#)

Tablet Experience:

Same as desktop

Third Party Serving:

ONE Creative

Third Party Tracking:

Yes

Submission Guidelines:

- Production Build: 7-10 business days w/ client approved assets
- Mocks + Production Build: 15 business days

Key Creative Guidelines:

Spec Details	Bumper	Watermark	Pause
Art Size	960x540	240x135	500x400
Expanded Ad Dimensions		960x540	
File Type	Video	HTML5 JS CSS	Image
Total File Size	1.1MB	200KB	100KB
Max Initial Load File Size	1.1MB	200KB	100KB
Max Animation Time	7 seconds	10 seconds	
Frames Per Second	30 fps recommended		

- Video: MP4, MOV, or raw AVI format accepted. High resolution - 720p (1280x720), 1080p (1920x1080), or above. 16:9 aspect ratio preferred. Frame Rate of 30 fps preferred.
- Logos: Corporate logos, corporate identity guidelines to be provided in the following format(s): Preferred: Illustrator (.ai) Accepted: Photoshop (.psd), .eps, .jpg / .tiff (300 dpi max).
- Creative Assets: Key visuals, copy, tagline, to be provided in the following formats: Preferred: Layered Photoshop (.psd) Accepted: Illustrator (.ai), .eps, .jpg / .tiff (300 dpi max).
- Fonts: Mac Format (.otf or .ttf).

Pause

- Must include a clearly defined Resume button within the 500x400 area. Logo and tag line may be incorporated, no interactivity permitted.

Watermark

- Expansion is optional, but a clearly defined Close button must appear in the upper right hand corner of the Expanded Watermark Overlay.

Supported Countries:

CA
UK
US