

Mobile Pre-Roll and Outstream

Description:	Short form advertising via mobile devices and platforms Note: Currently serving on Apple and Android OS/devices
Spec Classification:	In-Stream/Video
Spec Placement:	Other
Backup Image Submission Guidelines:	Tag must always deliver either a primary experience or acceptable backup for instances when the user's browser does not support creative functionality (e.g. Flash, HTML5, JavaScript).
Z-Index Guidelines:	Click here for z-index range
Video File Type:	Low Definition Renditions (LD MP4/h264 - Main) – Dimensions: 640x360; Video Bitrate: 600 kbit/s; Audio Bitrate: 96 kbit/s; Frame Rate: Same as source. If Frame Rate is not specified, it is 25 by default; Video Codec: h264; Profile: Main; Advanced Codec Options: cabac=off, ref=2, max-bframe=8, level=2.1; Audio Codec: aac; 2 Pass Encoding: Yes; Constant Bitrate: No; De-interlacing: Auto; Keyframe Period in Frames: ~25
Max Video File Weight:	2 - 4 mb/m
Video Time Restrictions/Length:	Video duration 30 sec max
Third Party Serving:	Yes; VAST – Yes, must include a MP4/H264 rendition, VPAID – No
Third Party Tracking:	Optional - Impression Start (0%): Yes; First Quartile (25%): Yes; Mid Quartile (50%): Yes; Third Quartile (75%): Yes; Completion (100%): Yes; Clicks: Yes
Submission Guidelines:	5 business days Timeline dependent upon receipt of all assets
Key Creative Guidelines:	3 creative rotations max per placement No companion banner Profile: Baseline Advanced

Codec Options: cabac=off, ref=2, max-bframes=8 Audio Codec: aac 2 pass encoding:
Yes Constant bitrate: No De-interlacing: Auto Keyframe period in frames: ~25