

3<sup>rd</sup> Party Served

## Pre-Roll Video

Similar to standard television commercials, these video ads play linearly prior to the consumer being able to access desired content, often other video content, resulting in high completion rates.

Assets	Specifications
<b>VAST Tag</b>	
<b>Version</b>	VAST 2.0 only
<b>Length</b>	15s to 30s
<b>Format</b>	Must include MP4 video file type within the creative
<b>Video File Size</b>	5 MB max
<b>Encoding</b>	H.264
<b>Bitrate</b>	1200 kbits/s max
<b>Ratio</b>	16:9 preferred
<b>Frame Rate</b>	30fps preferred
<b>Companion Banner</b>	Not Applicable (not supported)

### Metrics

- Video impressions
- Video Quartiles (25%, 50%, 75%, 100%)
- 3<sup>rd</sup> party tracking accepted (metrics listed above) for all site-served units via an approved vendor
- Multiple tracking pixels supported
  - If site-served, each pixel should be provided separately
  - If served via 3<sup>rd</sup> party, must be embedded in the VAST